



A POLYTECHNIC INSTITUTION

**School of Business**  
**Program: Marketing Management**  
**Option: Professional Sales and Marketing**

**Industry Sales Practicum**  
**MKTG 4404**

**Industry Field Experience**

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**Start Date:** March 19, 2007

**End Date:** May 26, 2007

**Hours/Week:** 6   **Total Weeks:** 10   **Total Hours:** 60   **Term/Level:** 4B   **Course Credits:** 4

**Prerequisites**

Course No.	Course Name
MKTG 3334	Advanced Sales and
MKTG 3343	Negotiation
	Sales Management

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**Course Description**

The industry practicum provides students with an opportunity to work in a selling and marketing environment. Students are on-site at an industry organization 2 days per week for 9 weeks. Students are to produce and present a report or other tangible work at the conclusion of their work experience.

**Evaluation**

- |                              |     |
|------------------------------|-----|
| 1. Practicum Progress Report | 5%  |
| 2. Preliminary Report        | 10% |
| 3. Performance Appraisal     | 10% |
| 4. Formal report             | 30% |
| 5. Journal                   | 15% |
| 6. Sponsor Assessment        | 30% |

**All Assignments Must Be Completed:** Students must complete every assignment in order to successfully pass the course. If the student does not submit all of the assignments a zero will be assigned for the Journal and Formal Report resulting in a failing grade.

**Illness:** A doctor's note is required for any illness causing you to miss any scheduled practicum days. Students must be "on the job" and "on time" during their scheduled practicum days.

**Students must procure their own Practicum.**

TOTAL	<hr/> 100%
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**Course Goals**

1. Gain practical experience in a sales and marketing environment.
2. Understand corporate culture.
3. Apply sales and marketing skills to assist an organization.
4. Make industry contacts.

## Verification


I verify that the content of this course outline is current.

  
David Chapin, DBA - Authoring Instructor


  
Date

I verify that this course outline has been reviewed.

  
David Chapin, DBA - Program Head

  
Date

I verify that this course outline complies with BCIT policy.

  
Barry Hogan, MBA - Associate Dean

  
Date

Note: Should changes be required to the content of this course outline, students will be given reasonable notice.

## Instructor

David T. Chapin,  
Program Head,  
Professional Sales &  
Marketing,  
C.S.P., Dipl. Adult Ed., B.A.,  
B.Ed. (Adult), M.D.Ed.,  
M.B.A., D.B.A.

**Office Location**  
SE6 324

**Office Hours**  
As posted or by  
appointment

**BCIT Office:** 604 451 6770  
**Home Office:** 604 434 1418  
**Cell** 604 613 5190  
(Emergencies only please)  
**email:** david\_chapin@bcit.ca

## Information for Students

**Assignments:** Late assignments, lab reports or projects will **not** be accepted for marking. Assignments must be done on an individual basis unless otherwise specified by the instructor.

**Makeup Tests, Exams or Quizzes:** There will be **no** makeup tests, exams or quizzes. If you miss a test, exam or quiz, you will receive zero marks. Exceptions may be made for **documented** medical reasons or extenuating circumstances. In such a case, it is the responsibility of the student to inform the instructor **immediately**.

**Ethics:** BCIT assumes that all students attending the Institute will follow a high standard of ethics. Incidents of cheating or plagiarism may, therefore, result in a grade of zero for the assignment, quiz, test, exam, or project for all parties involved and/or expulsion from the course.

**Attendance:** The attendance policy as outlined in the current BCIT Calendar will be enforced. Students must be "on the job" during their scheduled practicum days.

**Illness:** A doctor's note is required for any illness causing you to miss any scheduled practicum days.

**Attempts:** Students must successfully complete a course within a maximum of three attempts at the course. Students with two attempts in a single course will be allowed to repeat the course only upon special written permission from the Associate Dean. Students who have not successfully completed a course within three attempts will not be eligible to graduate from the appropriate program.

**Course Outline Changes:** The material or schedule specified in this course outline may be changed by the instructor. If changes are required, they will be announced in class.

**All Assignments Must Be Completed:** Students must complete every assignment in order to successfully pass the course. If the student does not submit all of the assignments a zero will be assigned for the Journal and Formal Report resulting in a failing grade.

**Back-up Copies:** Students must be prepared to provide the instructor with a second copy of any submission. (Please keep a back-up copy of your assignments.)

**Industry Standards:** All assignments, presentations, and exams will be judged using industry standards.

## Assignment Details

### 1. Practicum Progress Report – Sunday, February 25<sup>th</sup> @ 11:55 pm (or sooner)

- i. You are to write a short progress report outlining your practicum search.
- ii. If you have a practicum position, briefly discuss the where's and what's of your practicum.
- iii. If you do not have a practicum position, discuss your plans to obtain a practicum.
- iv. Post to our WebCT Assignment Box.

### 2. Preliminary Report – Sunday, March 18<sup>th</sup> @ 11:55 pm (or sooner)

*(First day after Spring Break)*

This memo report - you will consider these major areas:

- i. Briefly describe practicum sponsor from the prospective of:
  - History
  - Products
  - Markets
  - Key accounts
  - Key competitors
  - Organizational Chart
  - Other pertinent information
- ii. *Discuss your rational for choosing this practicum.* (Your “rational” will be a large portion of the grade for this assignment.)
- iii. Discuss, in general terms, the “daily work” to be accomplished during the Practicum. (See attachment - Exhibit #1).
- iv. Submit your practicum timetable as part of this “Preliminary Report” (Exhibit #1)
- v. Post to our WebCT Assignment Box

### 3. Performance Appraisal – Week of Monday, April 16<sup>th</sup> through Friday, April 20<sup>th</sup>

- i. You are to arrange a performance appraisal with your practicum sponsor. Have your sponsor use their official performance appraisal process. If there is no official performance appraisal process you are to arrange for an ‘unofficial’ performance appraisal. This unofficial performance appraisal captures the essence of your performance to date. (This will require a short report.) Have your practicum sponsor “sign-off” your performance appraisal and submit your performance appraisal to me.
- ii. This will be a paper submission or post to our WebCT Assignment Box.

### 4. Formal Report – Friday, May 18<sup>th</sup> @ 11:55pm or sooner (The Friday before Finals)

To be submitted at the end of your Practicum

- i. Introduction to the Report
  - ii. Marketing Environment
    - A brief SWOT Analysis
- Regarding the SWOT analysis consider:
- **Opportunities/Threats** (The External Environment) – Identify the main opportunities and threats facing the business... (Usually, demographic/economic, technological, political/legal, & social/cultural).
  - **Strengths/ Weaknesses** (The Internal Environment) – Identify the strengths and weaknesses of the organization... (Usually, customers, competitors, distribution channels, & suppliers).

- iii. Sales Force – Observed and Critiqued
  - sales management
  - sales reps
  - selling activities
  - non-selling activities
  - compensation
  - expenses
  - training
- iv. Selling Processes - Observed and Critiqued
- v. Competitive Analysis
- vi. **Recommendations**
- vii. **Major "learning" (this section should be substantial)**
- viii. *What sales skills do you need to be improving?*
- ix. Thank you letters.
- x. Post to our WebCT Assignment Box.

### **5. Journal – Ongoing**

- i. You will be required to maintain a detailed "Journal" for this practicum. ***You must maintain a daily record of all that you have done during the practicum.*** This would include such things as the names of sales and marketing personnel and customers that you worked with each day. In your "Journal" you are to record all that you observed the duties that you performed, and your "***major learnings***". Note this is a daily journal – your entries are to be made daily for the days that you are on your practicum. (There should be a "major learning" for each day of your practicum experience).
- ii. Samples of call sheets, sales reps reports, order forms, technology used by the sales reps ... etc.  
Post to our WebCT Assignment Box.

### **6. Sponsor's Report (Please see Exhibit #2) – Monday, May 7<sup>th</sup>**

The firm that is sponsoring your practicum will be required to submit an assessment of your performance. You will request this assessment before Monday, May 7<sup>th</sup>. Your sponsor is requested to **Fax or email** their assessment to me. Your sponsor will be asked to provide candid comments on your performance (Exhibit #2)

**Fax # 604-4396700**

**Email [david\\_chapin@bcit.ca](mailto:david_chapin@bcit.ca) (Subject: Sponsor Assessment)**

*Exhibit #1***Practicum Timetable**

(Your practicum will not be accepted unless your sponsor's business card is attached)

<i>Date</i>	<i>Work to be Done</i>
<i>Week 1</i> <i>March 22- 23</i>	
<i>Week 2</i> <i>March 29-30</i>	
<i>Week 3</i> <i>April 5-6</i>	
<i>Week 4</i> <i>April 12-13</i>	
<i>Week 5</i> <i>April 19-20</i>	
<i>Week 6</i> <i>April 26-27</i>	
<i>Week 7</i> <i>May 3-4</i>	
<i>Week 8</i> <i>May 10-11</i>	
<i>Week 9 / May 14<sup>th</sup></i> <i>through May 18<sup>th</sup></i> - Finish up any loose ends at your Practicum - Write-up report	<p align="center"><b>Compile Final Report</b></p> <p align="center">Friday, May 18<sup>th</sup> @ 11:55pm journals &amp; reports are due -- Post to our WebCT Site</p> <p align="center">(This is the Friday before final exams)</p> <p align="center"><u><b>No extensions / No excuses please).</b></u></p>

**Exhibit #2**

**Dear Practicum Sponsor:**

**On behalf of BCIT I want to thank you for your support for our student practicum program.**

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**Dr. David T. Chapin,  
Program Head, Professional Sales and Marketing**

**Please fill out the following. Your feedback will assist both the student and BCIT to evaluate the work experience project and will assist in improving the student's performance. (Please print)**

<b>Student's Name &amp; Set</b>	<b>Date</b>
<b>Report Completed by</b>	
<b>Position</b>	
<b>Signature</b>	

**Please attach your Business Card**

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**(Please see other side)**

**Exhibit #2****Instructions**

1. Please rank the students by circling the appropriate number below.

1 = Poor performance

5 = Average performance

10 = Excellent performance

2. Please write a brief comment under each heading below.

<i>Overall performance of the student</i> Circle the appropriate number - 1   2   3   4   5   6   7   8   9   10 Comments:
<i>Communication skills</i> Circle the appropriate number - 1   2   3   4   5   6   7   8   9   10 Comments:
<i>Enthusiasm</i> Circle the appropriate number - 1   2   3   4   5   6   7   8   9   10 Comments:
<i>Willingness to learn</i> Circle the appropriate number - 1   2   3   4   5   6   7   8   9   10 Comments:
<i>Ability to work with others</i> Circle the appropriate number - 1   2   3   4   5   6   7   8   9   10 Comments:
<i>Ability to work as an individual</i> Circle the appropriate number - 1   2   3   4   5   6   7   8   9   10 Comments:
<i>Punctuality</i> Circle the appropriate number - - 1   2   3   4   5   6   7   8   9   10 Comments:

*Personal appearance*

Circle the appropriate number - 1 2 3 4 5 6 7 8 9 10

Comments:

*Courteousness*

Circle the appropriate number - 1 2 3 4 5 6 7 8 9 10

Comments:

*Initiative*

Circle the appropriate number - 1 2 3 4 5 6 7 8 9 10

Comments:

*Cooperation*

Circle the appropriate number - 1 2 3 4 5 6 7 8 9 10

Comments:

*Productivity*

Circle the appropriate number - 1 2 3 4 5 6 7 8 9 10

Comments:

*Ability to follow instructions*

Circle the appropriate number - 1 2 3 4 5 6 7 8 9 10

Comments:

*Ability to accept responsibility*

Circle the appropriate number - 1 2 3 4 5 6 7 8 9 10

Comments:

*Evaluation as a prospective employee*

Circle the appropriate number - 1 2 3 4 5 6 7 8 9 10

Comments:

*In your opinion what are some areas the student needs to improve upon*

