

OVERVIEW OF THE SALES PRACTICUM

January 18, 2001

MKTA 4404

EVALUATION

1. Pre Practicum Meeting	5%
2. Preliminary Report	10%
3. Journal	20%
4. Sponsor Assessment	35%
5. Formal report	30%
6. Total	100%

Multiplying March 30/4

Course Notes:

1. No late papers / No excuses.
2. Your report will be graded using industry standards (for content, grammar, and punctuation).
3. Students must be prepared to provide the instructor with a second copy of any submissions (*make a back-up copy*).
4. Students must complete all assignments to receive credit for the course.

1. Pre Practicum Meeting – Week February 26th or before...

Fifteen-minute interviews with each Professional Sales and Marketing student - there will be a sign up sheet outside my office for appointments. You are to bring a short progress report outlining your practicum company search (memo format).

2. Preliminary Report – Due Date March 20th (Second day after spring break)

This memo report - you will consider these major areas:

- i. Describe practicum sponsor from the perspectives of:
 - History of your practicum organization
 - Products
 - Markets
 - Key competitors
 - Organizational Chart
 - Other pertinent information
- ii. *Discuss your rational for choosing this practicum.*
- iii. Discuss, in general terms, the "daily work" to be accomplished during the Practicum. (See attachment - Exhibit #1)
- vi. Submit the practicum timetable
- v. Appendix – Thank you letter. (The length of the report – three to five double-spaced – not including Exhibit #1)

3. Formal Report Friday May 18th @ 1600

To be submitted at the end of your Practicum

1. Letter of Transmittal
2. Introduction to the Report
3. Marketing Environment
 - A briefly 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).
4. Sales Force – Observed and Critiqued
 - sales management
 - sales reps
 - selling activities
 - non-selling activities
 - compensation
 - expenses
 - training
5. Marketing Processes - Observed and Critiqued
6. Selling Processes Observed and Critiqued
7. Competitive Analysis
8. Conclusions (“Cut-and-Paste”)
9. *Recommendations* (I suggest that you...)
10. *Major “learning”* from your Practicum

4. Appendices

1. **Journal** - 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).
2. “Practicum Timetable” (See Exhibit #1)
3. Samples of call sheets, sales reps reports, order forms, technology used by the sales reps. ..., etc.

5. Sponsor's Report – No later than May 9th

The firm that is sponsoring your practicum will also be asked (and required) to submit an assessment of your performance. You will request this assessment before Wednesday, May 9th 2001. 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). Some of the areas on which they will be asked to evaluate you are:

a. Development:

- performance
- skill growth
- conceptual ability
- communications

b. Personality Characteristics:

- enthusiasm
- *willingness to learn*
- ability to work with others
- ability to work on your own

c. Hygiene Factors:

- *time-keeping*
- *appearance*
- organization

IMPORTANT DATES

Week February 26th or before... Pre Practicum Meeting

By Friday, March 16th (Last of day Spring Break) – You are to have meet with sponsors and reached an agreement on the scope of the practicum. (*Special Note* – You must be working on this process long before you return from spring break).

Tuesday, March 20th [or before] (Second day back after Spring Break)- Preliminary Report including Exhibit #1

Wednesday, March 22nd to Wednesday May 11th- work with you practicum sponsors two days per week. (Final exam week Tuesday May 22nd)

From May 14th to May 18th write-up your report.

By Wednesday, May 9th sponsor's Assessments and business card must be "in my hands" (Faxed or emailed – Exhibit 2).

Friday, May 18th @ 1600 report is due. (This is the Friday before final exams - - No extensions / No excuses please).

Exhibit 1

Practicum Timetable

WCTG 4404

Company _____
Contact Name _____
Telephone # _____
Email _____
Web Site _____

A brief description of your of the organization for where you will be doing your practicum – Discuss your rationale for your practicum

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

<i>Date</i>	<i>Work to be Done</i>
Week 1 March 22 ^d & 23 rd	
Week 2 Mar 29 th & 30 th	
Week 3 April 5 ^h & 6 th	
Week 4 April 12 th & 13 th	

Week 5 April 19 th & 20 th	
Week 6 April 26 th & 27 th	
Week 7 May 3 rd & 4 th	
Week 8 May 10 th & 11 th	
Week 9 Week of May 14 th – 18 th	<ul style="list-style-type: none"> - Compile final report, hand in final report, journal, etc. - Your report is due on Friday May 18th @ 16:00 - Final Exam Week @ BCIT is May 22nd – 25th 2001

Exhibit 2

Dear Practicum Sponsor:

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

**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)

Students Name	Date
Report Completed by	
Position	
Signature	

Please attach your Business Card

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(Please see other side)

Please comment on the following:

Overall performance of the student				
Communication skills				
Enthusiasm				
Willingness to learn				
Ability to work with others				
Ability to work as an individual				
Please check one of the following				
	Excellent	Good	Average	Unsuitable
Punctuality				
Personal appearance				
Courteous				
Initiative				
Cooperation				
Productivity				
Technical ability				
Ability to follow instructions				
Accepting responsibility				
Evaluation as a prospective employee				
What are some areas the student needs to improve upon				

