

MAR 03 1997

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

COURSE OUTLINE

COURSE NAME Advertising Internship

COURSE NUMBER MKTG 4416

DATE March, 1997

Prepared by Carroll Nelson

Taught to Second Year

School Business

School Business

Program Marketing Management

Program Marketing Management

Date Prepared January, 1997

Option Communications

Term 4B Hrs/Wk _____ Credits 12

No. of Weeks 9 Total Hours _____

Instructor(s) Carroll Nelson Office IBM 306 Local 451-6765

Office Hours As Posted and by appointment.

PREREQUISITES

Completion of first three terms of Marketing Communications Program.

COURSE OBJECTIVES

1. To expose the student to a working role within the marketing communications and/or related industries.
2. To experience at least one segment of the practical business world in order to enhance understanding of the nature of careers within it.
3. To acquire specific career/job/role related skills where feasible.

EVALUATION

Supervisor/Sponsor Evaluation 50% %
Term Paper 50% %

PROGRAM STRUCTURE

Students will be expected to work with their sponsors for four working days each week from Tuesday, March 18 to Friday, May 16.

Any internship absence for **any reason** must be communicated to your sponsor and BCIT supervisor. BCIT attendance requirements will be strictly enforced.

EVALUATION

Performance on this programme will be evaluated on the basis of a paper and your supervisor's and sponsor's reports. Each of these elements will carry 50% of the grade.

Deadlines in the communications industry are vital. In keeping with these constraints, strict deadlines will be observed on these projects. **NO PAPERS WILL BE ACCEPTED PAST NOON ON THE DEADLINE DATES. NO EXCEPTIONS, NO EXCUSES. THESE TOPICS ARE SUPPLIED WELL IN ADVANCE TO ENABLE YOU TO COPE WITH THIS.**

TO REITERATE: NO PAPER ACCEPTED - NO MARKS.

PLEASE NOTE

In the event that the client expresses extreme dissatisfaction with a student's performance and the student fails to meet the client's expectation by the end of Week 3 of the program, the student will be removed from this internship location. A suitable replacement internship will be sought but is not guaranteed. Marks will be prorated accordingly (33.3% of the 50% supervisor/sponsor reports will go toward the initial internship).

PROJECT DETAILS

You are required to write a descriptive and evaluative paper on your sponsor's business.

Due Date: April 28, 1997. Monday (Noon). Penalties will be applied to late papers.

Length: 20 pages, typewritten, double-spaced. Illustrated and bound.

Topic: Description of your sponsor's business and its organizational structure.
Describe your role in detail.
An evaluative description of any operational system that you can observe from your position, together with a strategic recommendation on any improvements you might be able to propose for your sponsor's operation.
This report may be requested by your sponsor.

The final grading (valued at 50%) will consist of formal written supervisor and sponsor evaluations. These will be requested after May 16, 1997. Candid comments will be encouraged from immediate supervisors on:

Development:	Performance Skill Growth Conceptual Ability Communications Value of Contribution
Personality Characteristics:	Enthusiasm Willingness to Learn Ability to Work with Others Need for Achievement
"Hygiene Factors":	Timekeeping Appearance Organization