



A POLYTECHNIC INSTITUTION

School of Business

Program: Marketing Management

Option: Direct Response Marketing

MKTG 4417
Direct Response Marketing Internship**Start Date:** March 20, 2006**End Date:** May 26, 2006**Total Hours:** 180 **Total Weeks:** 10**Term/Level:** 4B **Course Credits:** 12**Hours/Week:** 18 **Lecture:** **Lab:****Shop:** **Seminar:** **Other:****Prerequisites****MKTG 4417 is a Prerequisite for:****Course No. Course Name****Course No. Course Name**Successful completion of Terms 1–4A of the
Direct Response Marketing Option.**■ Course Description**

Students will work in a business environment for a nine-week period, four days a week, Tuesday–Friday.

The environment chosen will depend on the student's interest.

The hours of employment will be determined by the employer's normal work environment.

Student's work responsibilities will vary by business but will be determined by a job description provided by the sponsor.

■ Evaluation

Supervisor/Sponsor Evaluation	50%	Comments:
Term Paper	50%	
TOTAL	100%	

■ Course Learning Outcomes/Competencies

Upon successful completion, the student will have:

- acquired specific career/job role related skills.
- gained experience in at least one segment of the practical business world and will have an understanding of the nature of careers within it.
- gained exposure to a working role within the marketing field.
- developed a network of business contacts through the work experience.

■ **Verification**

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

Janell Nelson
Authoring Instructor

Feb 02, 06
Date

I verify that this course outline has been reviewed.

Janell Nelson
Program Head/Chief Instructor

Feb 02, 06
Date

I verify that this course outline complies with BCIT policy.

Benny Logan
Dean/Associate Dean

March 6/06
Date

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

■ Instructor(s)

Carroll Nelson	Office Location:	SE6-302	Office Phone:	604-451-6765
	Office Hrs.:	As posted and by appointment	E-mail Address:	carroll_nelson@bcit.ca

■ Learning Resources

Required:

Not Applicable

Recommended:

Not Applicable

■ Information for Students

(Information below can be adapted and supplemented as necessary.)

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

Deadlines in this 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 — 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 expectations 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 not guaranteed. Marks will be prorated accordingly (33.3% to the 50% supervisor/sponsor reports will go toward the initial internship).

■ Assignment Details

Students will be expected to work with their sponsors for four working days each week from Tuesday, March 21 to Friday, May 19.

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

■ Project Details

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

Due Date: May 15, 2006, Monday (Noon). Penalties will be applied to late papers.

Length: Maximum 20 pages, 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.**

Format: Your choice. Visual and written creativity is highly encouraged.

The final grading (valued at 50%) will consist of formal written supervisor/sponsor evaluations. These will be requested after May 12, 2006. Candid comments will be encouraged from immediate supervisors on:

- | | |
|-------------------------------------|--|
| Development | <ul style="list-style-type: none">— performance— skill growth— conceptual ability— communications— value of contribution |
| Personality Characteristics: | <ul style="list-style-type: none">— enthusiasm— willingness to learn— ability to work with others— need for achievement |
| Protocol and Demeanor: | <ul style="list-style-type: none">— timekeeping— appearance— organization |

FACULTY SUPERVISION

The role of the Faculty Advisor is to ensure that the student is benefiting from the exposure to the sponsor and that the sponsor is deriving some value from the student's presence. Only problems that you cannot solve independently should be relayed to the Advisor.

Be Realistic: You are not being called in to run the sponsor's business. You may be required to perform menial tasks from time-to-time. Be assured that most Vice Presidents also file occasionally. Work willingly and keep your eyes open for more challenging tasks. Negotiate a learning contract with your sponsor once you are clear what you want to learn.

Be Curious: Ask questions of everybody. Show an interest in your sponsor's business. Once you earn your sponsor's confidence you will be given more challenging assignments. Volunteer to do a bit more than you are asked.

■ Project Details (cont'd.)

Be A Perfectionist: You are entering a detail-oriented field. Check constantly for spelling, punctuation, grammatical, and mathematical errors. Double-check everything you do. Neatness counts.

Do Not Procrastinate: If you are given a task to complete, do it now! You will live and die by deadlines.

Use Initiative: Empathy is not an empty word. Try to understand how the business you are involved with builds and is nurtured. See if you can help it on its way.

Be Yourself: It will seem strange and new at first but you will soon gain confidence. Have faith in your ability and practice your human relations skills. You will soon fit in.