



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

School of Business

Program: Marketing Management

Option: Marketing Communications

Course Outline

MKTG 4417

Direct Response Marketing Internship

Start Date: March 20, 2001

End Date: May 18, 2001

Course Credits: 12

Term/Level: 4B

Total Hours:

Total Weeks: 9

Hours/Week:

Lecture:

Lab:

Shop:

Seminar:

Other:

Prerequisites

Course No. **Course Name**
Completion of first three terms of Direct Response
Marketing

MKTG 4417 is a Prerequisite for:

Course No. **Course Name**
None

Course Calendar Description

Course Goals

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%
TOTAL	100%

Course Learning Outcomes/Competencies

Performance on this program 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 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.**

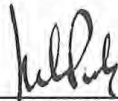
To reiterate: No paper accepted — no marks.

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).

Course Content Verification

I verify that the content of this course outline is current, accurate, and complies with BCIT Policy.



Program Head/Chief Instructor



Date

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



Instructor(s)

Carroll Nelson	Office No.: SE6 302 Office Hrs.: As posted and by appointment	Office Phone: 451-6765 E-mail Address: cnelson@bcit.ca
Jenness Mayer	Office No.: SE6 306 Office Hrs.: As posted and by appointment	Office Phone: 412-7543 E-mail Address: jmayer@bcit.ca

Assignment Details

Students will be expected to work with their sponsors for four working days each week from Tuesday, March 20 to Friday, May 18.

Any internship absence for **any reason** must be communicated to your sponsor and BCIT supervisor. 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 14, 2001, Monday (Noon). Penalties will be applied to late papers.

Length: 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 and sponsor evaluations. These will be requested after May 15, 2001. 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

COORDINATOR/SUPERVISOR

The role of the Coordinator 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 Coordinator.

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.

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.