

Syllabus for
MKT 451 – Marketing Internship
1-3 Credit Hours
Spring 2011

I. COURSE DESCRIPTION

A special problem in management may be permitted for the student of special ability in lieu of a regular course. It is also possible upon receiving written approval from the instructor to obtain an on-the-job apprenticeship for one semester to provide data for writing a formal paper. (The credit received is determined by the nature and scope of the project.)

Prerequisites: Marketing majors only

II. COURSE GOALS

- A. This course will enable the student to gain a foundation and knowledge of one of the basic areas of Marketing.
- B. In line with the purpose of the marketing program, this practicum experience is designed to prepare a student for an active role in the general area of marketing. An objective of this program is to provide a business that allows each student to elect a program to provide a much broader base of specialized knowledge in a business area.
- C. In line with the departmental objectives, this course seeks to prepare the student in the following areas:
 - 1. Critical thinking (skills in reasoning, objectivity, analysis, interpretation, research, or decision making relevant to the discipline)
 - 2. Broad comprehensive foundational knowledge for the professional standards of the intended major
 - 3. Broad interpretation of the dynamics of business within the social and professional context
 - 4. Internalization of Christian business ethics and professionalism

III. STUDENT LEARNING OUTCOMES FOR THIS COURSE

After successfully completing this internship, the student will be able to analyze and evaluate the planning organization, staffing, controlling, and directing responsibilities of a manager with an accuracy level of 70 percent or above in the following areas: building skills and abilities in comparing and contrasting theoretical managerial reports.

IV. TEXTBOOK AND OTHER LEARNING RESOURCES

None

V. POLICIES AND PROCEDURES

- A. University Policies and Procedures
 - 1. Attendance at each class or laboratory is mandatory at Oral Roberts University. Excessive absences can reduce a student's grade or deny credit for the course.
 - 2. Students taking a late exam because of an unauthorized absence will be charged a late

exam fee.

3. Students and faculty at Oral Roberts University must adhere to all laws addressing the ethical use of others' materials, whether it is in the form of print, electronic, video, multimedia, or computer software. Plagiarism and other forms of cheating involve both lying and stealing and are violations of ORU's Honor Code: "I will not cheat or plagiarize; I will do my own academic work and will not inappropriately collaborate with other students on assignments." Plagiarism is usually defined as copying someone else's ideas, words, or sentence structure and submitting them as one's own. Other forms of academic dishonesty include (but are not limited to) the following:
 - a. Submitting another's work as one's own or colluding with someone else and submitting that work as though it were his or hers;
 - b. Failing to meet group assignment or project requirements while claiming to have done so;
 - c. Failing to cite sources used in a paper;
 - d. Creating results for experiments, observations, interviews, or projects that were not done;
 - e. Receiving or giving unauthorized help on assignments.By submitting an assignment in any form, the student gives permission for the assignment to be checked for plagiarism, either by submitting the work for electronic verification or by other means. Penalties for any of the above infractions may result in disciplinary action including failing the assignment or failing the course or expulsion from the University, as determined by department and University guidelines.
3. Final exams cannot be given before their scheduled times. Students need to check the final exam schedule before planning return flights or other events at the end of the semester.
4. Students are to be in compliance with University, school and departmental policies regarding Whole Person Assessment requirements. Students should consult the Whole Person Assessment handbooks for requirements regarding general education and the student's majors.
 - a. The penalty for not submitting electronically or for incorrectly submitting an Whole Person Assessment artifact is a zero for that assignment.
 - b. By submitting an assignment, the student gives permission for the assignment to be assessed electronically.

B. Course Policies and Procedures

1. Evaluation Procedures
 - a. Company and position must be approved in advance. The student must bring to the Chair a letter from the employer on company letterhead, which states that the student will be working ten hours weekly for a period of fifteen weeks.
 - b. The student must submit to the Chair a paper (two-page minimum) describing his or her duties and responsibilities and recommendations for improvement. This should be done from the perspective of his or her major field of study.
 - c. The student must bring in the Performance Appraisal Form completed by the employer.
 - d. The student must bring the Chair a follow-up letter from the employer, on company letterhead, which verifies that the student worked a minimum of ten hours per week for fifteen weeks.
 - e. Attendance at work is mandatory.
 - f. **All letters and forms are due Friday, April 15, 2011.**
 - g. Grading: The PASS/FAIL credit **will** count three hours toward the total of 128

hours for graduation. This is a PASS/FAIL course and **cannot** be used for either the major or minor requirements. The student must have successfully completed the internship as indicated by the employer stating in the Performance Appraisal Form that the internship was satisfactory.

2. Whole Person Assessment Requirements – none

VI. COURSE CALENDAR

WEEK

1	Orientation
2-16	All letters and forms are due April 15, 2011.

Course Inventory for ORU's Student Learning Outcomes

Marketing Internship MKT 451 Spring 2011

This course contributes to the ORU student learning outcomes as indicated below:

Significant Contribution – Addresses the outcome directly and includes targeted assessment.

Moderate Contribution – Addresses the outcome directly or indirectly and includes some assessment.

Minimal Contribution – Addresses the outcome indirectly and includes little or no assessment.

No Contribution – Does not address the outcome.

The Student Learning Glossary at <http://ir.oru.edu/doc/glossary.pdf> defines each outcome and each of the proficiencies/capacities.

OUTCOMES & Proficiencies/Capacities		Significant Contribution	Moderate Contribution	Minimal Contribution	No Contribution
1	Outcome #1 – Spiritually Alive				
<i>Proficiencies/Capacities</i>					
1A	Biblical knowledge			x	
1B	Sensitivity to the Holy Spirit			x	
1C	Evangelistic capability			x	
1D	Ethical behavior	x			
2	Outcome #2 – Intellectually Alert				
<i>Proficiencies/Capacities</i>					
2A	Critical thinking	x			
2B	Information literacy	x			
2C	Global & historical perspectives		x		
2D	Aesthetic appreciation				x
2E	Intellectual creativity	x			
3	Outcome #3 – Physically Disciplined				
<i>Proficiencies/Capacities</i>					
3A	Healthy lifestyle				x
3B	Physically disciplined lifestyle				
4	Outcome #4 – Socially Adept				
<i>Proficiencies/Capacities</i>					
4A	Communication skills		x		
4B	Interpersonal skills			x	
4C	Appreciation of cultural & linguistic differences				x
4D	Responsible citizenship			x	
4E	Leadership capacity		x		