

Course Abstract

Course ID and Name: MKT 209, Marketing Field Experience

Department: Civic Engagement and Community Partnerships/ BSCS Dept.

Chairperson or Course Coordinator: Dr. Aslihan Cakmak / Charlotte Quigley

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Prerequisites: MKT-201 and written permission of department chair and Cooperative Education Coordinator.

Co-requisites: None

Course Description:

MKT 209 is a cooperative education field experience course that affords the student the opportunity to work in the marketing field to gain practical experience. The Cooperative Education Coordinator visits the student and the student's supervisor on site during the semester. Students are responsible for developing five (5) learning objectives that the supervisor uses to evaluate the student's performance. The course has two components:

1. A cooperative work experience whereby students work in an appropriate position to gain practical experience in the field. Students must work a minimum of 180 hours during the semester at the job.
2. The biweekly two-hour seminar class component.

Students in the course are graded on assignments in the seminar class as well as on job performance as evaluated by the supervisor.

Credits: 3

If you need accommodations due to a disability, contact Disability Services in Edison Hall Room 100, 732.906.2546.

To foster a productive learning environment, the College requires that all students adhere to the Code of Student Conduct, which is published in the college catalog and website.

Learning Outcomes:

Upon successful completion of the course, students will be able to:

1. Identify strategies for effective workplace performance.
2. Accomplish the specific learning outcomes as developed by the student with their supervisor at the beginning of the semester.
3. Identify areas in their professional preparation that require additional development.

Course Content Areas:

- Development of effective job behaviors and strategies for dealing with on-the-job issues
- Specific practical experience related to the marketing field