

Course Outline

COURSE: MKTG 190A **DIVISION:** 50 **ALSO LISTED AS:**

TERM EFFECTIVE: Fall 2013 **CURRICULUM APPROVAL DATE:** 02/25/2013

SHORT TITLE: OCC WORK EXP A - MKTG

LONG TITLE: Occupational Work Experience A - Marketing

<u>Units</u>	<u>Number of Weeks</u>	<u>Type</u>	<u>Contact Hours/Week</u>	<u>Total Contact Hours</u>
1 TO 4	18	Lecture:	0	0
		Lab:	5 TO 20	90 TO 360
		Other:	0	0
		Total:	5 TO 20	90 TO 360

COURSE DESCRIPTION:

Occupational work experience is for students who have a job related to their major. A training plan is developed cooperatively between the employer, college and student. MKTG 190A is designed specifically for students who are just entering the workforce with an emphasis on day to day skill development that assist in promoting effective production, work survival, organization, research, planning, and human relations. (Pass/no pass grading) 75 hours per semester paid work = 1 unit. 60 non-paid (volunteer) work per semester = 1 unit. May be taken for a maximum total of 16 units. Minimum 2.00 GPA.

PREREQUISITES:

COREQUISITES:

CREDIT STATUS: D - Credit - Degree Applicable

GRADING MODES

P - Pass/No Pass

REPEATABILITY: R - Course may be repeated

Maximum of 3 times, 16 credit hours

SCHEDULE TYPES:

20 - Work experience credits

STUDENT LEARNING OUTCOMES:

The student will increase job skills in at least one of the following transferable skill sets:

1. Production

2. Research and Planning
3. Human Relations
4. Organization
5. Work Survival

Measure: observation, oral or written report, written exam

PLO:

ILO: 1,2,4,6

GE-LO:

Year assessed or anticipated year of assessment: 2009/10

CONTENT, STUDENT PERFORMANCE OBJECTIVES, OUT-OF-CLASS ASSIGNMENTS

Curriculum Approval Date: 02/25/2013

METHODS OF INSTRUCTION:

Seminar discussions, individual conferences, term assignments, lab.

METHODS OF EVALUATION:

CATEGORY 1 - The types of writing assignments required:

Percent range of total grade: 25 % to 35 %

Written Homework

Essay Exams

Other: Student Learning Outcomes developed jointly with student, employer and instructor

CATEGORY 2 -The problem-solving assignments required:

Percent range of total grade: % to %

CATEGORY 3 -The types of skill demonstrations required:

Percent range of total grade: 50% to 60 %

Field Work

Performance Exams

CATEGORY 4 - The types of objective examinations used in the course:

Percent range of total grade: % to %

CATEGORY 5 - Any other methods of evaluation:

Percent range of total grade: 10 % to 15 %

Conferences with Instructor

REPRESENTATIVE TEXTBOOKS:

Required:

Cooperative Work Experience Handbook

ARTICULATION and CERTIFICATE INFORMATION

Associate Degree:

CSU GE:

IGETC:

CSU TRANSFER:

Transferable CSU, effective 201370

UC TRANSFER:

Not Transferable

SUPPLEMENTAL DATA:

Basic Skills: N

Classification: Y

Noncredit Category: Y

Cooperative Education: Y

Program Status: 2 Stand-alone

Special Class Status: N

CAN:

CAN Sequence:

CSU Crosswalk Course Department: MKTG

CSU Crosswalk Course Number: 190A

Prior to College Level: Y

Non Credit Enhanced Funding: N

Funding Agency Code: Y

In-Service: N

Occupational Course: C

Maximum Hours: 4

Minimum Hours: 1

Course Control Number:

Sports/Physical Education Course: N

Taxonomy of Program: 050900