Course Outline

COURSE: MKTG 190B           DIVISION: 50           ALSO LISTED AS: 

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

SHORT TITLE: OCC WORK EXP B - MKTG

LONG TITLE: Occupational Work Experience B - Marketing

<table>
<thead>
<tr>
<th>Units</th>
<th>Number of Weeks</th>
<th>Type</th>
<th>Contact Hours/Week</th>
<th>Total Contact Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 TO 4</td>
<td>18</td>
<td>Lecture: 0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Lab: 5 TO 20</td>
<td>90 TO 360</td>
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<td></td>
<td></td>
<td>Other: 0</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Total: 5 TO 20</td>
<td>90 TO 360</td>
<td></td>
</tr>
</tbody>
</table>

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 190B is designed for students who have been employed for more than 9 months with an emphasis on enhancing leadership, communication, advancement, research and planning skills. (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 %

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: 190B
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