

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

<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 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