# RARITAN VALLEY COMMUNITY COLLEGE ACADEMIC COURSE OUTLINE

# **MRKT 292 Capstone Internship**

#### **I. Basic Course Information**

A.	Course Discipline Prefix and Course Title: MRKT-2	292 Capstone Internship
В.	New or Modified Course: New	
C.	Date of Proposal: Semester: Spring Year: 2008	
D.	Sponsoring Department: Business and Public Service	ce
E.	Semester Credit Hours: 3	
F.	Weekly Contact Hours: 3	Lecture3
		Laboratory 0

- G. Prerequisites: BUSI 111 Introduction to Business Administration , 9 credits in Marketing including MRKT 101 Principles of Marketing, MRKT 120 Consumer Behavior and either MRKT 221 Selling & Sales Management or MRKT 211 Retailing or MRKT 231 Advertising or MRKT 202 E-Commerce or MRKT 205 Direct & Interactive Marketing.
- H. Laboratory Fees: none
- I. Name and Telephone Number or E-Mail Address of Department Chair: Maria M. DeFilippis, Esq., Campus Extension 8239, <a href="mailto:mdefilip@raritanval.edu">mdefilip@raritanval.edu</a>

#### **II. Catalog Description**

Prerequisites: BUSI 111 Introduction to Business Administration, 9 credits in Marketing including MRKT 101- Principles of Marketing, MRKT 120 - Consumer Behavior and either MRKT-221 Selling & Sales Management or MRKT-211 Retailing or MRKT-231 Advertising or MRKT-202 E-Commerce or MRKT-205 Direct & Interactive Marketing. This course is designed to be a capstone course for the AAS degree program in Marketing. This course consists of an internship with an off-campus organization (profit, not-for-profit, or government agency) to enable the student the opportunity to synthesize the theoretical learning of the classroom with a practical work situation. The course requires an optimum of 15 hours per week supervised and coordinated by a faculty member. Students must submit the required course documents as well as be evaluated by their employer on their job performance.

#### III. Statement of Course Need

The Capstone Internship Program provides college credit for work experience in a field related to the student's degree program. As the capstone course for the program, Capstone Internship integrates the knowledge, concepts and skills associated with a program of study and helps students understand the "real world" applications of their

academic studies. Upon completion, the successful student will have had the opportunity to apply skills learned in the classroom to make a meaningful contribution to the cooperating employer. Additionally, the course will provide a valuable tool for assessing program effectiveness and student learning outcomes in the named AAS degrees.

# IV. Place of the Course in the College Curriculum

- A. This course is a requirement of the AAS degrees in Marketing.
- B. This course can also be used as a business elective in other programs.
- C. This course may transfer as an elective.

# V. Educational Goals and Learning Outcomes

#### A. Educational Goals

Students will:

- 1) Analyze business issue, problems and opportunities. (G.E. 1)
- 2) Write reports on business and marketing themes. (G.E. 2)
- 3) Apply technological tools to gather and access information necessary to make business. (G.E. 3)
- 4) Synthesize the knowledge acquired in previous classes to make business decisions. (G.E. 4)

### **B.** Learning Outcomes

Students will be able to

- 1. Construct a set of individual goals enumerating what the student desires to accomplish during the Internship experience.
- 2. Identify the theory and principles of marketing that apply in a specific organization.
- 3. Explain how professional employees function in a typical marketing organization.
- 4. Describe how a specific marketing organization is structured and functions.
- 5. Analyze the requirements of employment in marketing.
- 6. Assess the varieties of career opportunities available in marketing.

#### VII. Modes of Teaching and Learning

- On the job training
- Attendance at career seminars
- Faculty meetings
- In conjunction with their supervisor, students will complete a statement of joboriented learning objectives which must be completed in the course of the semester.

## VIII. Papers, Examinations, and Other Assessment Instruments

- Internship Report
- Employer's Evaluation

- Student Portfolio
- Written Assignments

## **IX.** Grade Determinants

Written reports, marketing project, student portfolios and employer evaluations will be used to assess students according to the learning outcomes and general education goals listed above.

#### X. Texts and Materials

Attendance at RVCC career seminars

#### XI. Resources

This course will require the use of the library.