



**EFFECTIVE: MAY, 2008**  
**CURRICULUM GUIDELINES**

**A.** Division: **Education** Effective Date: **May, 2008**

**B.** Department / **Commerce & Business Admin.** Revision  New Course   
 Program Area: **Marketing Management**

If Revision, Section(s) **F, G, M, N, P**  
 Revised:  
 Date of Previous Revision: **September 2002**  
 Date of Current Revision: **November 2007**

**C:** **MARK 4483** **D:** **Marketing Practicum** **E:** **3**

Subject & Course No.	Descriptive Title	Semester Credits						
<p><b>F:</b> Calendar Description:</p> <p><b>A directed studies program where students work on practical marketing projects. Students will identify the marketing challenge, develop the framework for the project, gather the necessary information and data, undertake the necessary marketing analysis, and summarize their findings and recommendations in a final report.</b></p>								
<p><b>G:</b> Allocation of Contact Hours to Type of Instruction / Learning Settings</p> <p>Primary Methods of Instructional Delivery and/or Learning Settings:</p> <p><b>Lectures and Seminars</b></p> <p>Number of Contact Hours: (per week / semester for each descriptor)</p> <p><b>Lecture: 1 Hour</b>  <b>Seminar: 4 Hours</b>  <b>Total: 5 Hours</b></p> <p>Number of Weeks per Semester:</p> <p><b>15 Weeks X 5 Hours per Week = 75 Hours</b></p>	<p><b>H:</b> Course Prerequisites:</p> <p><b>MARK 3340 and MARK 3441 and MARK 4440 and English 12 with a letter grade of "C" or better or approved equivalent</b></p>							
	<p><b>I:</b> Course Corequisites:</p> <p><b>Nil</b></p>							
	<p><b>J:</b> Course for which this Course is a Prerequisite</p> <p><b>Nil</b></p>							
	<p><b>K:</b> Maximum Class Size:</p> <p><b>16</b></p>							
<p><b>L:</b> PLEASE INDICATE:</p> <table style="width: 100%;"> <tr> <td style="width: 50px; text-align: center;"><input type="checkbox"/></td> <td>Non-Credit</td> </tr> <tr> <td style="text-align: center;"><input type="checkbox"/></td> <td>College Credit Non-Transfer</td> </tr> <tr> <td style="text-align: center;"><input checked="" type="checkbox"/></td> <td>College Credit Transfer:</td> </tr> </table> <p>SEE BC TRANSFER GUIDE FOR TRANSFER DETAILS (<a href="http://www.bctransferguide.ca">www.bctransferguide.ca</a>)</p>			<input type="checkbox"/>	Non-Credit	<input type="checkbox"/>	College Credit Non-Transfer	<input checked="" type="checkbox"/>	College Credit Transfer:
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<p><b>M:</b> Course Objectives / Learning Outcomes</p> <p>At the end of the course, the successful student should be able to:</p> <ol style="list-style-type: none"> <li>1. effectively utilize problem analysis skills</li> <li>2. translate a marketing challenge into a feasible project with a plan, a strategy, and deliverables;</li> <li>3. apply marketing concepts and methods learned in previous courses;</li> <li>4. integrate the knowledge and understanding achieved in formal studies with the realities of practical marketing problems and situations in the marketplace;</li> <li>5. understand how to work effectively in a project team;</li> <li>6. develop client interaction and satisfaction skills;</li> <li>7. integrate the various parts of a marketing project, develop recommendations, and summarize the project experience and results</li> </ol>														
<p><b>N:</b> Course Content:</p> <ol style="list-style-type: none"> <li>1. Purpose of marketing practicum.</li> <li>2. Project analysis and planning.</li> <li>3. Client goals, management and interaction.</li> <li>4. Information requirements and data gathering plan.</li> <li>5. Project management and evaluation skills.</li> <li>6. Group dynamics and interactions.</li> <li>7. Analysis, recommendations and reporting techniques.</li> <li>8. Report presentation.</li> <li>9. Preparation of a personal portfolio of marketing initiatives worked on</li> </ol>														
<p><b>O:</b> Methods of Instruction</p> <p>Focus of this course is a practical project, done in the business community. Class time will be limited, and will focus on project management techniques and student group problem solving. Students will share their experiences, challenges and recommendations with the class. Field work and student-directed learning will constitute the principal activity undertaken throughout the course. Student groups will meet and/or interact regularly with the instructor as required.</p>														
<p><b>P:</b> Textbooks and Materials to be Purchased by Students</p> <p>Dickson, Peter. <u>Marketing Management</u>, Latest Ed. Fort Worth, Texas: The Dryden Press. or equivalent</p> <p>Hiebing, R. <u>The Successful Marketing Plan</u>, Latest Ed. NTC Publishing Group or similar resource for marketing planning.</p> <p>Zikmund, William G. <u>Exploring Marketing Research</u>, Latest Ed. Fort Worth Texas: The Dryden Press. or equivalent</p>														
<p><b>Q:</b> Means of Assessment</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 80%;">Group Participation</td> <td style="text-align: right;">10%</td> </tr> <tr> <td>Project</td> <td style="text-align: right;">20%</td> </tr> <tr> <td>Project Management</td> <td style="text-align: right;">20%</td> </tr> <tr> <td>Project Evaluation</td> <td style="text-align: right;">20%</td> </tr> <tr> <td>Final Report</td> <td style="text-align: right;">20%</td> </tr> <tr> <td>Client Evaluation of Overall Project</td> <td style="text-align: right;"><u>10%</u></td> </tr> <tr> <td></td> <td style="text-align: right;"><u>100%</u></td> </tr> </table> <p><b>STUDENTS MUST COMPLETE ALL COMPONENTS OF THE COURSE TO OBTAIN CREDIT FOR THE COURSE.</b></p>	Group Participation	10%	Project	20%	Project Management	20%	Project Evaluation	20%	Final Report	20%	Client Evaluation of Overall Project	<u>10%</u>		<u>100%</u>
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	<u>100%</u>													

**R:** Prior Learning Assessment and Recognition: specify whether course is open for PLAR

No

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Course Designer(s): **C. Gail Tibbo**

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Education Council / Curriculum Committee Representative

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Dean / Director: **Rosilyn G. Coulson**

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Registrar: **Trish Angus**

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