

ARIZONA WESTERN COLLEGE
SYLLABUS

MKT 295 Marketing Internship

Credit Hours: 3 Lec 3

PREREQUISITE: MKT 290

COURSE DESCRIPTION

In this internship, students gain practical experience with applying their comprehensive marketing knowledge in real-world scenarios, such as conducting market research, developing marketing strategies, and executing campaigns.

COURSE GOALS

The goal of this internship course is to provide students with hands-on experience in applying their marketing knowledge to real-world situations. Students will engage in practical tasks that enhance their understanding of market research, strategy development, and campaign execution, preparing them for successful careers in the marketing field.

2. COMPETENCIES

Upon satisfactory completion of this course, the student will be able to:

- 2.1 design and implement effective market research methodologies to gather insights on consumer behavior and market trends.
- 2.2 create comprehensive marketing strategies that align with organizational goals and address specific market needs.
- 2.3 plan, execute, and evaluate marketing campaigns across various channels, utilizing best practices to maximize impact.
- 2.4 work collaboratively with team members and stakeholders to achieve project objectives, demonstrating strong communication and interpersonal skills.
- 2.5 assess the effectiveness of marketing initiatives through data analysis and reporting, making informed recommendations for future strategies.

3. METHODS OF INSTRUCTION

- 3.1 Lecture
- 3.2 Group discussions
- 3.3 Independent research

4. LEARNING ACTIVITIES

- 4.1 Reading assignments as identified by the placement site to support the activities of the job
- 4.2 Work experiences identified by the site in consultation with the faculty instructor

- 4.3 Attend a seminar session with all students participating in the internship experience to share experiences and insight

5. EVALUATION

- 5.1 Class participation
- 5.2 Employer evaluation
- 5.3 Written journal assignments
- 5.4 Seminar participation
- 5.5 Mid-term and end-of-semester evaluation by the employer and faculty member

6. STUDENT RESPONSIBILITIES

- 6.1 Under AWC Policy, students are expected to attend every session of class in which they are enrolled.
- 6.2 If a student is unable to attend the course or must drop the course for any reason, it will be the responsibility of the student to withdraw from the course. Students who are not attending as of the 45th day of the course may be withdrawn by the instructor. If the student does not withdraw from the course and fails to complete the requirements of the course, the student will receive a failing grade.
- 6.3 Americans with Disabilities Act Accommodations: Arizona Western College provides academic accommodations to students with disabilities through AccessABILITY Resource Services (ARS). ARS provides reasonable and appropriate accommodations to students who have documented disabilities. It is the responsibility of the student to make the ARS Coordinator aware of the need for accommodations in the classroom prior to the beginning of the semester. Students should follow up with their instructors once the semester begins. To make an appointment call the ARS front desk at (928) 344-7674 or ARS Coordinator at (928) 344-7629, in the College Community Center (3C) building, next to Advising.
- 6.4 Academic Integrity: Any student participating in acts of academic dishonesty—including, but not limited to, copying the work of other students, using unauthorized “crib notes”, plagiarism, stealing tests, or forging an instructor’s signature—will be subject to the procedures and consequences outlined in AWC’s Student Code of Conduct.
- 6.5 Texts and Notebooks: Students are required to obtain the class materials for the course.
- 6.6 Arizona Western College students are expected to attend every class session in which they are enrolled. To comply with Federal Financial Aid regulations (34 CFR 668.21), Arizona Western College (AWC) has established an Attendance Verification process for “No Show” reporting during the first 10 days of each semester.
- Students who have enrolled but have never attended class may be issued a “No Show” (NS) grade by the professor or instructor and receive a final grade of “NS” on their official academic record. An NS grade may result in a student losing their federal financial aid.
- For online classes, *student attendance in an online class is defined as the following* (FSA Handbook, 2012, 5-90):

- Submitting an academic assignment
- Taking an exam, an interactive tutorial or computer-assisted instruction
- Attending a study group that is assigned by the school
- Participating in an online discussion about academic matters
- Initiating contact with a faculty member to ask a question about the academic subject studied in the course