



# North Central Michigan College Master Course Syllabus

## PART 1:

Course Name: Work-Based Learning – Marketing

Course Number: M 285

Credit Hrs. 1-2    Lecture Hrs.    Lab Hrs. 0                    Clinical Hrs. 4-8    Variable Hrs.

Total Hours of Instruction: 1-2                    Total Contact Hours: 70.4 - 140.8

*(Total Contact hour's formula: (lecture hrs. + lab hrs. + clinical hrs) x 17.6)*

### Course Description:

Students in this course are placed in a business or industry setting that is directly related to their chosen career. Students will participate in the work environment at a preliminary level, which will depend on individual student ability and knowledge. In addition to specific requirements related to that experience, students are required to complete written assessments and evaluation of the experience as it relates to their program. Two hours of class room prep are included before starting the WBL experience.

Prerequisite (s): Determined by the curriculum in which the student is enrolled. A background check and a physical exam may be required by some employers. Minimum 2.0 GPA required.  
Students should plan on meeting with a Marketing adviser at least 6 weeks before the beginning of the semester.

Co-requisite (s): none

### Course Objectives:

- Gain workplace experience in multiple areas of marketing scope of practice.
- Interact professionally with staff and supervisors.
- Complete task log and final evaluation with clinical coordinator and employer representatives.

Reasonable accommodations can be provided for students with documented disabilities. Please contact Learning Support Services to arrange for these (231)348-6687 or (231)348-6817, Room 533 SCRC.



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### PART 2:

#### Lumina DQP outcomes and linked course objectives

(Please identify all Lumina DQP outcomes supported by this course, including the complete language of each outcome as shown on Part 3 of this syllabus. Under each Lumina DQP outcome, please list any course objectives that support the prior DQP outcome.)

- Lumina DQP Outcome 2: Illustrates contemporary terminology used in the field.
  - Course Objective: Gain workplace experience in multiple areas of geographic information systems practice.
  - Course Objective: Complete task log and final evaluation with clinical coordinator and employer representatives.
- Lumina DQP Outcome 3: Generates substantially error-free products, reconstructions, data, juried exhibits or performances as appropriate to the field.
  - Course Objective: Gain workplace experience in multiple areas of geographic information systems practice.
  - Course Objective: Complete task log and final evaluation with clinical coordinator and employer representatives.
- Lumina DQP Outcome 6: Illustrates core concepts of the field while executing analytical, practical or creative tasks.
  - Course Objective: Interact professionally with staff and supervisors.
- Lumina DQP Outcome 13: Presents accurate calculations and symbolic operations, and explains how such calculations and operations are used in either his or her specific field of study or in interpreting social and economic trends.
  - Course Objective: Interact professionally with staff and supervisors.
- Lumina DQP Outcome 15: Describes in writing at least one substantial case in which knowledge and skills acquired in academic settings are applied to a challenge in a non-academic setting; applies that learning to the question; and analyzes at least one significant concept or method related to his or her course of study in light of learning outside the classroom.
  - Course Objective: Gain workplace experience in multiple areas of geographic information systems practice.
  - Course Objective: Complete task log and final evaluation with clinical coordinator and employer representatives.
- Lumina DQP Outcome 16: Locates, gathers and organizes evidence on an assigned research topic addressing a course-related question or a question of practice in a work or community setting; offers and examines competing hypotheses in answering the question.
  - Course Objective: Gain workplace experience in multiple areas of geographic information systems practice.
  - Course Objective: Complete task log and final evaluation with clinical coordinator and employer representatives.
- Lumina DQP Outcome 19: Takes an active role in a community context (work, service, co-curricular activities, etc.), and examines the civic issues encountered and the insights gained from the community experience.
  - Course Objective: Interact professionally with staff and supervisors.



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**Suggested Methods of Instruction:** Placed in work environment directly tied to student's career; work with a team of professionals

**Suggested Methods of Assessment and Evaluation:** Log book of experiences, summary paper 4 to 6 pages, evaluation form from employer, participation in on-line assignments.

**Adopted Text at Time of Course Adoption/Revision:** NA

**Topics Covered During the Semester:** NA

*Sequence of topics and time allowance are at the discretion of the instructor*

Week 1:

Week 2:

Week 3:

Week 4:

Week 5:

Week 6:

Week 7:

Week 8:

Week 9:

Week 10:

Week 11:

Week 12:

Week 13:

Week 14:

Week 15:

Week 16:

Section 1 & Section 2 approved by CRDAP on: 04 08 14

Section 2 approved by AD:

Date:

Section 2 approved by CRDAP Chair:

Date:



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### **PART 3:**

**Use this reference sheet in Part 2 of Master Course Syllabus**

#### **Specialized Knowledge**

1. Describes the scope and principal features of the field of study, citing at least some of its core theories and practices, and offers a similar explication of at least one related field.
2. Illustrates contemporary terminology used in the field.
3. Generates substantially error-free products, reconstructions, data, juried exhibits or performances as appropriate to the field.

#### **Broad Integrative Knowledge**

4. Describes how existing knowledge or practice is advanced, tested and revised
5. Describes and examines a range of perspectives on key debates and their significance both within the field and in society.
6. Illustrates core concepts of the field while executing analytical, practical or creative tasks.
7. Selects and applies recognized methods of the field in interpreting characteristic discipline-based problems.
8. Assembles evidence relevant to characteristic problems in the field, describes the significance of the evidence, and uses the evidence in analysis of these problems.
9. Describes the ways in which at least two disciplines define, address and interpret the importance of a contemporary challenge or problem in science, the arts, society, human services, economic life or technology.

#### **Intellectual Skills – Analytic Inquiry**

10. Identifies, categorizes and distinguishes among elements of ideas, concepts, theories and/or practical approaches to standard problems.

#### **Intellectual Skills – Use of Information Resources**

11. Identifies, categorizes, evaluates and cites multiple information resources necessary to engage in projects, papers or performance in his or her program.

#### **Intellectual Skills – Engaging Diverse Perspectives**

12. Describes how knowledge from different cultural perspectives would affect his or her interpretations of prominent problems in politics, society, the arts and/or global relations.

#### **Intellectual Skills – Communication Fluency**

13. Presents accurate calculations and symbolic operations, and explains how such calculations and operations are used in either his or her specific field of study or in interpreting social and economic trends.
14. Presents substantially error-free prose in both argumentative and narrative forms to general and specialized audiences.

#### **Applied Learning**

15. Describes in writing at least one substantial case in which knowledge and skills acquired in academic settings are applied to a challenge in a non-academic setting; applies that learning to the question; and analyzes at least one significant concept or method related to his or her course of study in light of learning outside the classroom.
16. Locates, gathers and organizes evidence on an assigned research topic addressing a course-related question or a question of practice in a work or community setting; offers and examines competing hypotheses in answering the question.

#### **Civic Learning**

17. Describes his or her own civic and cultural background, including its origins and development, assumptions, and predispositions.
18. Describes diverse positions, historical and contemporary, on selected democratic values or practices, and presents his or her own position on a specific problem where one or more of these values or practices are involved.
19. Takes an active role in a community context (work, service, co-curricular activities, etc.), and examines the civic issues encountered and the insights gained from the community experience.

The Degree Qualifications Profile was adopted by CRDAP: April 11, 2012