

**NEOSHO COUNTY COMMUNITY COLLEGE
MASTER COURSE SYLLABUS**

COURSE IDENTIFICATION

Course Code/Number: MGMK 138

Course Title: Marketing Education Field Study

Division: Applied Science (AS) Liberal Arts (LA) Workforce Development (WD)
 Health Care (HC) Lifetime Learning (LL) Nursing Developmental

Credit Hour(s): Two (2)

Effective Date: Fall 2013

Assessment Goal Per Outcome: 70%

COURSE DESCRIPTION

Marketing Education Field Study provides credit for related work experience. One of the main goals of the field study program is for students to become aware and to think about workplace skills as needed in the job market and to have an opportunity to apply those skills. Linking formal classroom training to related work experience allows opportunity for cognitive, affective, and psychomotor skills to be developed and applied together. Students are encouraged to be more observant of their workplace environments. Students will be asked to document observations and comments in a journal. The course may be repeated for a total of eight hours credit.

MINIMUM REQUIREMENTS/PREREQUISITES AND/OR COREQUISITES

Concurrent or previous enrollment in a related program of study.

TEXTS

The official list of textbooks and materials for this course is found on *myNeosho*.

<http://www.neosho.edu/ProspectiveStudents/Registration/CourseSyllabi.aspx>

GENERAL EDUCATION OUTCOMES

1. Practice Responsible Citizenship through:
 - identifying rights and responsibilities of citizenship,
 - identifying how human values and perceptions affect and are affected by social diversity,
 - identifying and interpreting artistic expression.
2. Live a healthy lifestyle (physical, intellectual, social) through:
 - listing factors associated with a healthy lifestyle and lifetime fitness,
 - identifying the importance of lifetime learning,
 - demonstrating self-discipline, respect for others, and the ability to work collaboratively as a team.
3. Communicate effectively through:
 - developing effective written communication skills,
 - developing effective oral communication and listening skills.
4. Think analytically through:
 - utilizing quantitative information in problem solving,
 - utilizing the principles of systematic inquiry,
 - utilizing various information resources including technology for research and data collection.

COURSE OUTCOMES/COMPETENCIES (as Required)

- A. Apply formal classroom knowledge learned to an employment situation.

AT THE END OF THE COURSE, THE STUDENT SHOULD BE ABLE TO DO THE FOLLOWING:

1. Demonstrate "hands-on" experience in an employment situation.
2. Recognize the connection between knowledge learned in the classroom to a real work situation.
3. Provide an example of industry and education working together for the improvement of the economic community.
4. **Recognize the importance of attendance and personal appearance in achieving organizational and career goals.** (General Business Skills item 2).
5. **Display adequate human relation skills and recognize the relationship to customer service, employee relations, teamwork, and productivity.** (General Business Skills item 1).
6. Provide a safe working area by demonstrating good housekeeping practices.
7. Recognize the importance of accuracy in marketing transactions involving customers and how accuracy of transactions can affect profitability.
8. Display a continued lifetime learning attitude of teachability.
9. Demonstrate social awareness and social responsibility by involvement in social issues at the world, national, and local levels.

Note: Competencies listed in bold type are part of program outcomes.

MINIMUM COURSE CONTENT

This is on-the-job training, each individual's experience being unique. There are many variables such as type of employment, experience, plant condition, hours, tools, responsibilities, and type of clients dealt

with; thus, the content will be different but related.

STUDENT REQUIREMENTS AND METHOD OF EVALUATION

INSTRUCTIONAL METHODS

The student is taught by the directly-related and indirectly-related instructors at the college and by the employer and co-workers on the job. There are many variables possible.

STUDENT REQUIREMENTS

Students will be required to keep a journal to log their observations and comments. A journal entry is required for each week of the semester. Employer evaluations are used only for feedback and follow-up and are not used as part of the course grade. The student's grade may range from an A to an F depending on the student's success on-the-job, success in concurrent related classes, and level of cooperation in completing coursework requirements.

The course is designed to operate with **a minimum of 270 clock hours for each 2 credit hours per semester on-the-job.** The student's grade will be determined as follows:

C or better grade in concurrent course.....	10%
Journal log records.....	20%
Working a minimum of 270 hours on the job site.....	10%
Satisfactory job performance.....	60%

COURSE GRADING SCALE

A = 90-100% B = 80-89.99% C = 70-79.99% D = 60-69.99% F = 59.99% or less

ASSESSMENT OF STUDENT GAIN

The purpose of assessing student learning at Neosho County Community College is to ensure the educational purposes of the institution are met and appropriate changes are made in program development and classroom instruction to allow for student success.

INSTITUTIONAL ASSESSMENT OF GAIN. All incoming first-time full-time students are required to pre-test by using either the COMPASS or ACT test as a testing tool. All graduating sophomore students are given a post-test by using the NCCC Exit Exam testing tool. The purpose of the pre/post test is to measure the average student gain in general academic knowledge while attending Neosho County Community College.

PROGRAM ASSESSMENT OF GAIN. The Marketing/Management Education Department performs follow-up contacts on program completers one year after awarding program certificates. Placement in a vocation, successfully attending a higher level of institutional learning, or military service is considered a positive placement. The minimum acceptable level of placement is 70

percent. A program assessment tool may also be used by the Marketing/Management Department to assess mastery of program outcomes. An 80 percent proficiency or higher is major program outcomes is sought.

COURSE ASSESSMENT OF GAIN. Pre-assessment of all students is done during the first two weeks of the course either by oral interview or written test. Students must achieve a course percentage score of 70 percent to satisfactory complete the course based on the course evaluation method.

Attendance Policy

1. NCCC values interactive learning which promotes student engagement in the learning process. To be actively engaged, the student must be present in the learning environment.
2. Unless students are participating in a school activity or are excused by the instructor, they are expected to attend class. If a student's absences exceed one-eighth of the total course duration, (which equates to one hundred (100) minutes per credit hour in a face-to-face class) the instructor has the right, but is not required, to withdraw a student from the course. Once the student has been dropped for excessive absences, the registrar's office will send a letter to the student, stating that he or she has been dropped. A student may petition the chief academic officer for reinstatement by submitting a letter stating valid reasons for the absences within one week of the registrar's notification. If the student is reinstated into the class, the instructor and the registrar will be notified. Please refer to the Student Handbook/Academic Policies for more information
3. Absences that occur due to students participating in official college activities are excused except in those cases where outside bodies, such as the State Board of Nursing, have requirements for minimum class minutes for each student. Students who are excused will be given reasonable opportunity to make up any missed work or receive substitute assignments from the instructor and should not be penalized for the absence. Proper procedure should be followed in notifying faculty in advance of the student's planned participation in the event. Ultimately it is the student's responsibility to notify the instructor in advance of the planned absence.

ACADEMIC INTEGRITY

NCCC expects every student to demonstrate ethical behavior with regard to academic pursuits. Academic integrity in coursework is a specific requirement. Definitions, examples, and possible consequences for violations of Academic Integrity, as well as the appeals process, can be found in the College Catalog, Student Handbook, and/or Code of Student Conduct and Discipline.

ELECTRONIC DEVICE POLICY

Student cell phones and other personal electronic devices not being used for class activities must not be accessed during class times unless the instructor chooses to waive this policy.

NOTE

Information and statements in this document are subject to change at the discretion of NCCC. Students will be notified of changes and where to find the most current approved documents.

ACCOMMODATIONS

If you are a student with a disability who may need accommodation(s), in compliance with Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act (ADA) of 1990, please notify the Dean of Student Services in the Student Services Office, Sanders Hall, 620-432-0304, on the Chanute Campus, or the Dean for the Ottawa and Online Campuses, 785-248-2798, on the Ottawa Campus as soon as possible. You will need to bring your documentation for review in order to determine reasonable accommodations, and then we can assist you in arranging any necessary accommodations.

NON-DISCRIMINATION POLICY

The following link provides information related to the non-discrimination policy of NCCC, including persons with disabilities. Students are urged to review this policy.

<http://www.neosho.edu/Departments/NonDiscrimination.aspx>

SEXUAL MISCONDUCT POLICY (TITLE IX)

At NCCC, it is the responsibility of an instructor to help create a safe learning environment in the classroom, including both physical and virtual classrooms. All instructors are considered mandatory reporters at NCCC, therefore any information regarding sexual misconduct that is shared by a student in one-on-one meetings with the instructor must be reported to appropriate personnel at the College. Instructors will keep the information private to the greatest extent possible, but it is not confidential. Generally, climate surveys, classroom writing assignments or discussions, human subjects research, or events such as Take Back the Night events do not provide notice that must be reported to the Coordinator by employees, unless the reporting party clearly indicates that they wish a report to be made.

The following link provides information related to the sexual misconduct policy of NCCC, including resources, reporting options, and student rights. Students are urged to review this policy.

<http://www.neosho.edu/TitleIX.aspx>

COURSE NOTES

VOCATIONAL/CAREER COURSE DOCUMENTATION

This course is one course from the approved program in Vocational Business/Office and Information Systems. It is taken by those who wish to further develop office management skills and by those who seek positions in the administrative office field.

ADVISORY COUNCIL INVOLVEMENT

The Business/Office and Information Systems program maintains a Board of Reference for this vocational component. The coordinator communicates with the Board on a regular basis concerning issues or problems that occur and meets with the group one or two times each year.