



# EFFECTIVE: SEPTEMBER 2004 CURRICULUM GUIDELINES

**A.** Division: **Instruction** Effective Date: **September 2004**

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

If Revision, Section(s) **C, H, P**  
 Revised:  
 Date of Previous Revision: **2002-09**  
 Date of Current Revision: **2004-09**

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

Subject & Course No.	Descriptive Title	Semester Credits
<b>F:</b> Calendar Description: <b>A directed studies program where each student works on a practical marketing project. Students will develop the framework for the assignment, gather the necessary information and data, undertake the necessary marketing analysis, and summarize their findings and recommendations in a final report.</b>		
<b>G:</b> Allocation of Contact Hours to Type of Instruction / Learning Settings  Primary Methods of Instructional Delivery and/or Learning Settings:  <b>Lectures and Seminars</b>  Number of Contact Hours: (per week / semester for each descriptor)  <b>Lecture: 1 Hour</b> <b>Seminar: 5 Hours</b> <b>Total: 6 Hours</b>  Number of Weeks per Semester:  <b>15 Weeks X 6 Hours per Week = 90 Hours</b>	<b>H:</b> Course Prer  <b>I:</b> Course Corequisites:  <b>Nil</b>  <b>J:</b> Course for which this Course is a Prerequisite  <b>Nil</b>  <b>K:</b> Maximum Class Size:  <b>16</b>	
<b>L: PLEASE INDICATE:</b> <input type="checkbox"/> Non-Credit <input checked="" type="checkbox"/> College Credit Non-Transfer <input type="checkbox"/> College Credit Tr		
		<b>Coeee</b>

**M:** Course Objectives / Learning Outcomes

At the end of the course, the successful student should be able to:

1. develop problem analysis skills and ability to translate a marketing challenge into a feasible project;
2. apply marketing concepts and methods learned in previous courses 675.0602 /0.3838 ..02 358.379 663.5401 0 Tw 10

<b>R:</b> Prior Learning Assessment and Recognition: specify whether course is open for PLAR  No

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

Education Council / Curriculum Committee Representative

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

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