

MRKG 480 Marketing Internship

The purpose of the Internship subject is to provide students with opportunity to demonstrate the application of conceptual knowledge to the real world via industry placement in their selected field. This allows students to integrate their theoretical and conceptual knowledge with the skills and problem-solving techniques required in the workplace. Other outcomes include the acquisition of knowledge, research skills and the attitudes of business professionals, the ability to think independently, grow in originality, creativity, initiative, curiosity, enthusiasm, and resourcefulness, the ability to communicate ideas, an understanding of theory and procedures; knowledge of pertinent literature; and adeptness in the workplace. This subject provides a valuable transition between university and the workplace. (*Prerequisite: Minimum of 90 credits, CGPA of 2.00, MRKG 101, MGMT 101, FINC 201*) (3 credits)

Course Learning Outcomes:

By the end of the course, students will be able to:

1. Demonstrate Critical understanding of the working environment and the culture of the firm.
2. Demonstrate the ability to apply discipline-specific knowledge to a practical context over an extended supervised period.
3. Reflect on and critically evaluate the relationship between the theoretical content of your academic work and the implementation of this theory and skills in the workplace.
4. Provide a written report evaluating and critically appraising the application of theory to the workplace.
5. Demonstrate the capacity to work effectively in an organization.
6. Demonstrate the integration of practical knowledge and skills with standards, ethics and values of your professional discipline.

Textbook & Course Materials:

NA

Course Content:

NA