

**INTER AMERICAN UNIVERISTY OF PUERTO RICO
METROPOLITAN CAMPUS
BUSINESS FACULTY
UNDERGRADUATE DEPARTMENT
MARKETING PROGRAM**

SYLLABUS

I. GENERAL INFORMATION

Course Title	:	Supervised Practice in Marketing
Code and Number	:	MKTG 4910
Credits	:	3
Academic Term	:	
Instructor	:	
Office Location and Hours	:	
Office Telephone	:	
E-mail	:	

II. DESCRIPTION

It exposes the student to the development of skills in a real environment within the marketing field under the joint supervision of the teacher and the professional designated by the practice center. It requires 135 hours of supervised practice. Requirements: Authorization of the department chair or program coordinator and have approved 21 credits in marketing.

III. OBJECTIVES

It is expected that by the end of the course the student:

1. Acquired skills and knowledge to work in the real-world environment.
2. Had the opportunity to apply concepts they have learned during years of study.
3. Has Experienced different learning practices through real case situations.
4. Has developed a sense of commitment, positive attitude, and correct code of conduct necessary and desirable in a world class professional.
5. Has developed fundamental skills, business-oriented knowledge, and experiences, achieving competitive advantage to enter the job market.
6. Has increased confidence levels increasing its marketability with potential employers.
7. Has improved decision making skills, and critical thinking, following the code of ethics.
8. Has explored and was engaged in a real work environment.
9. Developed effective leadership skills to deal with real life experiences.
10. Applied business communication skills.

11. Developed networking skills

IV. CONTENT

- A. Marketing concepts discussion
 - 1. Marketing definition
 - 2. Markets
 - 3. Segmentation and positioning
 - 4. Marketing Mix
 - 5. Relationship, international, and digital marketing components

- B. Seminar
 - 1. Customer service
 - 2. Teamwork skills
 - 3. Leadership and planning techniques
 - 4. Professional resume construction

- C. Student workspace placement
 - 1. Student's documentation (to complete and return after the internship)
 - 2. Internship procedure and regulations
 - 3. Student-mentor evaluations
 - 4. Portfolio preparation and submission

- D. Professional Development
 - 1. Complement trainings
 - 2. Mentoring
 - 3. Discipline, communication, and interaction skills

V. LEARNING ACTIVITIES

The following activities are recommended for the development of the course:

- 1. Training classes focus on good work practices and resume writing
- 2. Practical marketing experiences
- 3. Internet effective usage, research, and data analysis
- 4. Special project (portfolio presentation)
- 5. Student, mentor, and work center evaluations

VI. EVALUATION

The student's final grade is determined using the following criteria:

	<u>Final Grade</u>	<u>Score Percentage</u>
1. Student performance	100	20%
2. Professor's assessment	100	20%
3. Mentor's assessment	100	20%
4. Portfolio content and documentation*	<u>100</u>	<u>40%</u>
TOTAL	400	100%

*Portfolio content and documentation

1. Student's resume
2. Assigned workplace general information
3. Work and responsibilities
4. Time sheet signed by the student and the mentor
5. Description of work, activities performed, experience gained, auto-evaluation, and another related backup evidence
6. Mentor evaluation
7. Student's experiences and Center responsibilities assessment

VII. SPECIAL NOTES

A. Auxiliary services or special needs

All students who require auxiliary services or special assistance must request them at the beginning of the course or as soon as they become aware that they need them, through the corresponding registry, in the Office of the Coordinator of services for students with disabilities, Dr. María de los Ángeles Cabello. She is located in the Counseling and Counseling Program, office 111, on the first floor of the John Will Harris building, extension 2306

B. Honesty, fraud, and plagiarism

Dishonesty, fraud, plagiarism, and any other inappropriate behavior in relation to academic work constitutes major infractions sanctioned by the General Student Regulations. The major infractions, as stated in the General Student Regulations, may have consequently, suspension from the University for a definite period greater than one year or the permanent expulsion from the University, among other sanctions.

C. Use of electronic devices

Cellular telephones and any other electronic device that could interrupt the teaching and learning processes or alter the environment leading to academic excellence will be deactivated. Any urgent situation will be dealt with, as appropriate. The handling of electronic devices that allow students to access, store or send data during evaluations or examinations is prohibited.

D. Compliance with the Provisions of Title IX

The Federal Higher Education Act, as amended, prohibits discrimination because of sex in any academic, educational, extracurricular, and athletic activity or in any other program or function, sponsored or controlled by a higher education institution, whether or not it is conducted within or outside the property of the institution, if the institution receives federal funds.

In harmony with the current federal regulation, in our academic unit an Assistant Coordinator of Title IX has been designated to offer assistance and orientation in relation to any alleged incident constituting discrimination because of sex or gender, sexual harassment or sexual aggression. The Assistant Coordinator Sr. George Rivera can be reached by phone at extension 2262 o 2147, or by e-mail griverar@metro.inter.edu.

The Normative Document titled **Norms and Procedures to Deal with Alleged Violations of the Provisions of Title IX** is the document that contains the institutional rules to direct any complaint that appears to be this type of allegation. This document is available in the Web site of Inter American University of Puerto Rico (www.inter.edu).

VIII. EDUCATION RESOURCES

Suggested textbook(s)

Schiffman, L.G, Wisenblit, J. (2018). Consumer Behavior (What's New in Marketing) (12th Ed.). New Jersey: Prentice Hall.

Secondary readings

1. Caribbean Business
CaribbeanBusinessPR.com
2. Advertising Age
www.adage.com
3. Journal of Marketing
<http://www.journalofmarketing.co.za/>
4. The Consumer Journal
www.theconsumerjournal.co

Audiovisual Resources

1. "Power Points" Presentations
 - a. Marketing Introduction
 - b. Art introduction and its components
 - c. Glossary
 - d. Design examples

Digital Resources

1. Centro de Acceso a la Información Metropolitan Campus
<http://www.metro.inter.edu/centro-acceso-informacion/>
2. Cámara de Comercio de Puerto Rico
<http://www.camarapr.org/>
3. Junta de Planificación de Puerto Rico
<http://www.jp.gobierno.pr/>
4. Small Business - Puerto Rico
<http://smallbusinesspr.com/>
5. ProQuest
6. Infotrac (Database)
7. Business and Company Resource Center
8. Warren Buffet: I understand consumer behavior.
<https://www.youtube.com/watch?v=W57w50ankiA>

IX. BIBLIOGRAPHY (OR REFERENCES)

De Mooij, M. (2019). Consumer Behavior and Culture: Consequences for Global Marketing and Advertising, 3rd edition, SAGE publications LTd.

Ferguson, C. (2020). Consumer Behavior: A Marketing Perspective. Clanrye International Publishing.

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