12/20/2024 DATE
☐ REQUIRED COURSE
☑ ELECTIVE COURSE

BUS DIVISION
☐ NEW COURSE
☑ REVISION

Lake Land College

Course Information Form

COURSE NUMBER:	BUS-056			TITLE: *(30 Characters Max)*		Marketing Seminar					
SEM CR HRS:	1	Lecture:	1		Lab:	0	ICCB Lab:	0	ECH:	1	
Course Level:	☐ Gen Ed / IAI ☐ Baccalaureate /Non-IAI ☑ Career/Technical ☐ Dev Ed/ Not in Degree Audit				Clinical Practicum:	0	Work-based Learning:	0	WBL ECH:	0	
COURSE PCS #	12 - 52.9999			IAI Code		N/A			Contact Hours (Minutes Per Week)		
Repeatable (Y/N):	N	Pass/Fail (Y/N):	N	Variable Credit (Y/N):	N	Min:		Max:	16 Wks	50	8 Wks	100
Prerequisites:	None										
Corequisites:	BUS-057										
Catalog Description: (40 Word Limit)	Enables the student to participate in discussions relating to successful employment. The student must complete a project relating to his/her job. This course must be taken concurrently with the Marketing Internship.										

List the Major Course Segments (Units)	Contact Lecture Hours	Contact Lab Hours	Clinical Practicum	Work-based Learning
Applications/résumés/cover letters	2			
Communication skills	2			
Handling conflict	2			
Office politics/professional appearance	1			
Internship-related topics	6			
Peer relationships	1			
Time management	1			
TOTAL	15	0	0	0

EVALUATION							
QUIZZES	☐	EXAMS	☐	ORAL PRES	☐	PAPERS	☑
LAB WORK	☐	PROJECTS	☑	COMP FINAL	☐	OTHER	☐

COURSE MATERIALS		
TITLE:	N/A	
AUTHOR:		
PUBLISHER:		
VOLUME/EDITION/URL:		
COPYRIGHT DATE:		

MAJOR COURSE SEGMENT	HOURS	LEARNING OUTCOMES
		The student will be able to:
Applications/résumés/cover letters	2	1. Identify the tools necessary to obtain a job, specifically looking at the résumé, application and interview.
Communication skills	2	1. Demonstrate professional writing skills 2. Demonstrate confident and professional oral communication skills.
Handling conflict	2	1. Explain the sources of conflict in the workplace. 2. Identify solutions for resolving workplace conflict.
Office politics/professional appearance	1	1. Identify the "informal" organization structure and office "politics." 2. Rank the various relationships a manager is faced with, specifically those involving peers, customers, subordinates and supervisors.
Internship-related topics	6	1. Interpret an understanding of the employer's workplace (e.g., organizational structure, goals, strategy, products, etc.) 2. Explain the employer's industry (major competitors, products, etc.)

Peer relationships	1	1. Describe the various relationships a manager develops, specifically those involving peers, customers, subordinates and supervisors.
Time management	1	1. Illustrate the importance of time management. 2. Implement new skills to boost productivity.
	15	

Outcomes*	At the successful completion of this course, students will be able to:
Course Outcome 1	Discuss the tasks and projects the student performs each week.
Course Outcome 2	Complete a report highlighting a challenging issue encountered during the internship and how it was resolved.
Course Outcome 3	Complete an updated and professional résumé and cover letter.
Primary Laker Learning Competency	Professional Skills & Ethics: Students demonstrate professional skills and ethical accountability.
Secondary Laker Learning Competency	Critical Thinking: Students connect knowledge from various disciplines to formulate logical conclusions.

**Course and program outcomes will be used in the software for outcomes assessment and should include at least 1 primary and 1 secondary Laker Learning Competency. Limit to 3-5.*