Western Technical College

10104103 Marketing Career Preparation

Course Outcome Summary

Course Information

Description
Develop skills to enhance your success. You will be introduced to personal branding by determining your strengths and the image you want to project as it applies to your personal life, your college life, and your career as a marketer. You will explore who you are, what motivates you to gain new knowledge and skills, and plan the path you want your professional development to take. You will look into marketing careers that match those skills, develop a marketing program academic plan, and start your own website portfolio that demonstrates your skills.

Career Cluster
Marketing

Instructional Level
Associate Degree Courses

Total Credits
3

Textbooks


Learner Supplies

Approximately $40 for a year of personalized website and hosting services to QTH (http://billing.qth.com/hosting.php). Instructor will give instructions on how to make the payment (credit/debit card or check). Vendor: To be discussed in class. Required.

Success Abilities

1. Demonstrate ability to think critically.

2. Demonstrate ability to value self and work ethically with others in a diverse population.

3. Make decisions that incorporate the importance of sustainability.

4. Transfer social and natural science theories into practical applications.
5. Use effective communication skills.

6. Use technology effectively.

Course Competencies

1. Ascertain your motivational factors
   
   Assessment Strategies
   1.1. Drawing/Illustration
   1.2. Reflection

   Learning Objectives
   1.a. Describe benefits of a college degree
   1.b. Produce list of what student wants from college
   1.c. Identify success factors of college students

2. Explore learning styles and multiple intelligences
   
   Assessment Strategies
   2.1. Self Assessment

   Learning Objectives
   2.a. Examine online sites and tests to determine personal learning styles and multiple intelligences
   2.b. Identify learning techniques and study strategies that best apply to your personal leaning style
   2.c. Apply learning techniques to current class work

3. Discover study strategies to learn and improve performance in college.
   
   Assessment Strategies
   3.1. Reflection

   Learning Objectives
   3.a. Recognize and implement sufficient strategies needed for learning success
   3.b. Determine which ASC successful learning workshops you should attend to enhance your performance
   3.c. Demonstrate useful note-taking techniques in classroom lectures and textbook chapters
   3.d. Identify effective active listening techniques
   3.e. Determine techniques for skimming and scanning text
   3.f. Explore a variety of memory techniques

4. Practice proper grammar, spelling and formatting in professional writing
   
   Assessment Strategies
   4.1. Written Product

   Learning Objectives
   4.a. Apply English rules of spelling and grammar to writing
   4.b. Demonstrate proper, professional formatting of email, written, and oral communications
   4.c. Report situations which require citations

5. Prepare a time and money management plan
   
   Assessment Strategies
   5.1. Written Product

   Learning Objectives
   5.a. Identifies where time is currently being spent
   5.b. Identify time wasters and procrastination reasons
   5.c. Determine strategies for reducing time wasters and procrastination
   5.d. Prepare an effective and realistic schedule
   5.e. Identify use of money
   5.f. Identify unnecessary spending
5.g. Derive strategies for reducing unnecessary spending
5.h. Develop effective and realistic budget

6. **Prepare an academic plan for successful completion of Marketing Degree and lifelong learning**

Assessment Strategies
6.1. Product - PEP

Learning Objectives
6.a. Explore the purpose and content of the Marketing Program
6.b. Explore job opportunities in the marketing field
6.c. Reviews enewsletters, magazines, online sites to review current events in marketing
6.d. Acquire a relationship with instructors and other students in the Marketing Program
6.e. Produce a Personalized Education Plan (PEP)
6.f. Schedule and attend meeting with marketing faculty advisor

7. **Enhance learning through the use of technology.**

Assessment Strategies
7.1. Performance

Learning Objectives
7.a. Use computer tools to enhance course work (Blackboard, Western email, Print balance)
7.b. Use MyWestern to plan and schedule courses throughout enrollment at Western
7.c. Explore classroom technology and Internet tools to enhance degree

8. **Explore the role of diversity in the school and community**

Assessment Strategies
8.1. Reflection

Learning Objectives
8.a. Determine the definition of diversity
8.b. Explore different types of diversity
8.c. Explore their feelings about being a part of a minority group
8.d. Explore the diversity initiatives offered by the school
8.e. Explore diversity organizations throughout the community

9. **Explore services available to students at Western Technical College that help achieve personal and career goals**

Assessment Strategies
9.1. Performance

Learning Objectives
9.a. Explore the library and become familiar with resources available for business students
9.b. Explore Online Writing Center and Academic Success Center
9.c. Explore computer labs on campus and identify uses
9.d. Discover individuals who can assist with reaching educational goals including counselor, Business Division Dean, support staff, and program instructors

10. **Demonstrate actions necessary for meeting the requirements of college and instructors**

Assessment Strategies
10.1. Performance
10.2. Reflection

Learning Objectives
10.a. Define the difference between college and high school
10.b. Recognize the importance of attending class
10.c. Recognize the importance of taking responsibility for own actions
10.d. Explain how instructors’ expectations link to learner’s success