



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

**Total Hours** 54

#### Pre/Corequisites

Pre/Corequisite 10104114 Marketing Principles

#### Textbooks

No textbook required.

#### Success Abilities

1. Cultivate Passion: Enhance Personal Connections
2. Cultivate Passion: Expand a Growth-Mindset
3. Cultivate Passion: Increase Self-Awareness
4. Refine Professionalism: Improve Critical Thinking

## Experiential Learning

1. Work-Based Learning: this course applies your learning to your desired profession by working in industry placements such as internships, practicums, clinicals, or co-ops.

## Program Outcomes

1. Develop strategies to anticipate and satisfy market needs.
2. Promote products, services, images, and/or ideas to achieve a desired outcome.
3. Evaluate information through the market research process to make business decisions.
4. Prepare selling strategies.

## Course Competencies

### 1. Ascertain your motivational factors.

#### Assessment Strategies

- 1.1. Drawing/Illustration
- 1.2. Reflection

#### Criteria

*You will know you are successful when*

- 1.1. you complete self-assessment and list expectations for college success.
- 1.2. you create a document which lists benefits of college degree.
- 1.3. you complete self-assessment on how you measure success.
- 1.4. you complete Success Wheel.

#### 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

#### Criteria

*You will know you are successful when*

- 2.1. you identify learning style preference.
- 2.2. you determine your strengths using a multiple intelligence inventory.
- 2.3. you apply learning style preference to accommodate personal learning in current classes.
- 2.4. you apply multiple intelligence style approaches to accommodate personal learning in current classes.

#### 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

#### Criteria

*You will know you are successful when*

- 3.1. you demonstrate effective reading techniques in current classes.
- 3.2. you apply active listening techniques in current classes.
- 3.3. you apply effective note-taking techniques in current classes.

- 3.4. you apply memory techniques in current classes.
- 3.5. you determine study tips, tricks, and skills most effective for self.

#### **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

#### **Criteria**

*You will know you are successful when*

- 4.1. you submit papers free from spelling, punctuation, and grammatical errors.
- 4.2. you write a plagiarism-free document.
- 4.3. you cite sources properly.
- 4.4. you apply proper grammar, spelling, and formatting in non-report written communication (emails, BB, Social Media...)

#### **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

#### **Criteria**

*You will know you are successful when*

- 5.1. you meet in-class attendance requirements.
- 5.2. you schedule one month of time(s) for family, work, and school (class and homework) activities.
- 5.3. you explore time management tools (such as Student Planner, calendar...) to maintain schedule.
- 5.4. you create a budget in Excel to balance incoming and outgoing monies.
- 5.5. you track spending habits for one month.
- 5.6. you practice fiscal fitness by balancing spending habits to budget.
- 5.7. you create 3 SMART goals for managing money and time.
- 5.8. you apply for scholarship from Western Foundation.

#### **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

#### **Criteria**

*You will know you are successful when*

- 6.1. you develop a personal mission statement including short and long term educational and career goals.

- 6.2. you explain how purpose of the Marketing Program fits into your career goals.
- 6.3. you conduct informational interviews with marketing career professionals.
- 6.4. you explore media to keep up-to-date with the marketing field.
- 6.5. you research career options and opportunities in the marketing field.
- 6.6. you create a marketing program completion plan for your personal situation (i.e. PEP) including appropriate credit loads.
- 6.7. you meet with marketing instructor(s) during advising days.

**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

**Criteria**

*You will know you are successful when*

- 7.1. you use Western student email address daily by checking for messages from instructors, school, services, and/or other students.
- 7.2. you use Blackboard and reviews/participates in posted weekly assignments.
- 7.3. you use Blackboard to check personal grades for each course.
- 7.4. you use MyWestern to check enrollment time, enroll in courses, and drop courses.
- 7.5. you use Favorites in IE to check Print Balance (and add to when low).
- 7.6. you demonstrate how technology benefits the classroom and workplace.
- 7.7. you explore and use new technology.

**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

**Criteria**

*You will know you are successful when*

- 8.1. you define all aspects of diversity and its impact on the school, workplace, and community.
- 8.2. you value diversity in the school, workplace, and community.
- 8.3. you engage in simulated diverse situations from the school's diversity kit.
- 8.4. you reflect on feelings generated from participating in simulated diverse situations.

**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

**Criteria**

*You will know you are successful when*

- 9.1. you identify how the library, computer labs, and academic success center add value to the learning experience at Western.
- 9.2. you participate in a session with the research librarian to learn about sources for finding information.
- 9.3. you identify the Dean, counselors, program instructors, and support staff and the role each resource can play in serving the learner's need.
- 9.4. you find relevant articles on learning strategies and management topics from Western's online Library resources.

**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

**Criteria**

*You will know you are successful when*

- 10.1. you differentiate between expectations at college and high school.
- 10.2. you demonstrate ways to take responsibility for actions in college.
- 10.3. you reflect on importance of classroom attendance and success in college.
- 10.4. you identify the instructors' expectations based on review of current course syllabi.

**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