NEW COURSE PROPOSAL

PROGRAM: BUSINESS

1. Catalog Description of the Course. [Include the course prefix, number, full title, and units. Provide a course narrative including prerequisites and corequisites. If any of the following apply, include in the description: Repeatability (May be repeated to a maximum of ___ units); time distribution (Lecture ___ hours, laboratory ___ hours); non-traditional grading system (Graded CR/NC, ABC/NC). Follow accepted catalog format.]

MKT 492. SERVICE LEARNING/INTERNSHIP (3)
Six hours per week.
Prerequisite: Consent of the instructor.
Enrollment in this course is with permission of faculty member in charge. Individual internship through service learning. Credit/No Credit.

2. Mode of Instruction.

<table>
<thead>
<tr>
<th>Units</th>
<th>Hours per Unit</th>
<th>Benchmark Enrollment</th>
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</thead>
<tbody>
<tr>
<td>Lecture</td>
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<td>Seminar</td>
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<td>Laboratory</td>
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<tr>
<td>Activity</td>
<td>3</td>
<td>2</td>
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</tbody>
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3. Justification and Learning Objectives for the Course. (Indicate whether required or elective, and whether it meets University Writing, and/or Language requirements) [Use as much space as necessary]

The Service Learning/Internship course provides students with the opportunity to augment classroom learning with practical application while meeting a specific need within the community. In addition to providing hands-on experience, the Service Learning/Internship course involves the student in the community such that reciprocity becomes an integral part of learning: critical thinking, communication, cooperation and classroom knowledge are applied toward the assessment and solution to local problems in marketing. The objectives, goals and standards of conduct shall be identified in a contract between the student, faculty advisor and community agency.

Students who successfully complete the Service Learning/Internship course shall have:

- Complied with the terms of the mutually agreed-upon contract.
- Articulated in an appropriate format the manner in which the objectives of the course were achieved.
- Demonstrated an ability to collaborate toward the achievement of a common goal.

4. Is this a General Education Course NO

5. Course Content in Outline Form. [Be as brief as possible, but use as much space as necessary]

Content will vary by student or course.

6. References. [Provide 3 - 5 references on which this course is based and/or support it.]

Appropriate reference and research materials shall be identified by the student and faculty mentor.
7. **List Faculty Qualified to Teach This Course.**
   
   Marketing Faculty

8. **Frequency.**
   
   a. Projected semesters to be offered: Fall _x___ Spring _x___ Summer _x___

9. **New Resources Required.**
   
   None.

10. **Consultation.**
    
    Attach consultation sheet from all program areas, Library, and others (if necessary)

11. If this new course will alter any degree, credential, certificate, or minor in your program, attach a program modification.

___________________________________________________

Proposer of Course    Date