

## 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.**

	Units	Hours per Unit	Benchmark Enrollment
Lecture			
Seminar			
Laboratory			
Activity	<u>3</u>	<u>2</u>	

- 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.

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Proposer of Course

Date