

Course Code : MKT477
Course Name: Co-op Training
Semester: 371



College of Business Administration
Marketing Department

MKT477

Course Syllabus

Instructor: Reem Ahmed Alshehri

Lecturer of Marketing

Building 3 , 2nd floor , Marketing Department Office # 10

Email : raalshehri@ksu.edu.sa

Twitter: @ralshehrish

Website: <http://fac.ksu.edu.sa/raalshehri>

Course Description:

Cooperative Education is a planned learning experience, for which credits are earned, that integrates classroom theory and learning experiences at a workplace. The experience enables students to apply and refine the knowledge and skills acquired in a related curriculum course. The Co-op is a supervised work experience in a position in the government or the private sector which aimed to assist students in making the transition from the classroom to industry. Students are required to finish 500 hours on the job to earn 6-credit hours for the course.

Course Objectives:

By completing the Co-op, you will learn more about your field and have the opportunity to interact with the professionals in your field. Moreover, the Co-op is expected to help you in such a way:

- Academically by Applying and integrating the principles and theory learned in the classroom with workplace practice and clarify academic goals.
- Professionally by clarifying career goals, understanding workplace culture, gaining workplace competencies, benefiting from professional networking, and having better access to after-graduation employment opportunities.
- Personally by determining your strengths and weaknesses, developing and enhancing interpersonal skills, and specifying career options in Marketing.
- Understanding the work environment by understanding politics, conflict and the different pattern and setting in the work environment.

Course Code : MKT477
Course Name: Co-op Training
Semester: 371

Course Requirements:

In addition to the training in the private or governmental sectors, students are required to submit a Co-op report and a presentation to the Marketing Department after they finish their job experience. The deadline for these requirements should be discussed with your academic advisor. The guidelines for writing the report and the content of the presentation are provided with this Syllabus.

Reports Due Dates:

Report	Weeks	Due Date
1	1-4	Saturday 29-Oct-2016
2	5-8	Saturday 3-Dec-2016
Final		Saturday 7 –January -2017

NB: Final Presentations will be on Sunday 8th January -2017

Course Grading:

Students are required to finish 500 hours on the job where their performance will be evaluated by their work supervisors. A special form will be sent to the work supervisor toward the end of the Co-op period. The quality of the Co-op report and the presentation will be graded based on the criteria provided to you with this syllabus. To earn a good grade, you must perform well in all assigned tasks for the duration of your work assignment and submit all requirements on time following the criteria provide to you.

Grading will be based on the following criteria:

30%	Evaluation of the work supervisor.
30%	Evaluation of the academic supervisor and written monthly reports
40 %	Final Report and Presentation to the Marketing department.

Beside the instructor's website the trainee is expected to follow the coop training unit guidelines and announcements: [_ https://cba.ksu.edu.sa/en/node/10327](https://cba.ksu.edu.sa/en/node/10327)

Course Code : MKT477
Course Name: Co-op Training
Semester: 371



College of Business Administration
Marketing Department

Academic Integrity Policy:

Co-op students are expected to comply with the University's academic integrity policy.

Academic integrity is a basic guiding principle for all academic activity at King Saud University, and all students are expected to act in accordance with this principle. Consistent with this expectation, Co-Op students should not:

- Adopt texts, ideas, views, research findings or any other piece of information in any product without due acknowledgement so that it sounds as if the work is all done by the student himself.
- Work with others on the assignments intended to be done individually, incorporate others' work as a part of a student's work or carry out assignments individually when they should be done in groups.
- Falsify data, information or citations collected from authentic and reliable resources.
- Copy from the internet without following any of the academic referencing styles used in quoting or citing websites.

Final Report Guidelines

1. Cover page contains:

- Logos of marketing department and the training organization
- Student name & id
- Date
- Course code and name
- Name of Academic Supervisor, Name of Organization Supervisor.

2. Introduction: Briefly describe

- a. The company
- b. The department you worked in
- c. The task assigned to you

3. Description of the work:

- a. Tasks accomplished
- b. Partially accomplished and unaccomplished tasks. Explain.
- c. Problems faced
- d. Solutions or attempted solutions
- e. Experience gained
- f. Techniques learned.

4. Relationship to course offerings

5. Conclusion & Recommendations

- a. Overall evaluation of the training period.
- b. Evaluation of the training organization.
- c. Recommendations for future trainees.

Appendix:

- one-page table summarizing the tasks for each week.
- Approved training plan
- Samples of achieved tasks and completed projects

Fonts & Formats

Number of pages (20-40) , Font: "Times New Roman" Font size: "12" Space: "1.5" Margins : "Narrow"

Presentation Guidelines

Introduction

- i. Identify yourself
- ii. Training company
- iii. Training department
- iv. Training area(s)

Work description

- a. Training program
- b. Weekly breakdown
 - i. Tasks assigned to you.
 - ii. Identify each task undertaken and state whether it was fully accomplished, partially accomplished, or not accomplished.
 - iii. Your role in each task.

Gained Benefits

- a. Experience gained
- b. Techniques learned
- c. Problems faced
- d. Solutions or attempted solutions

Conclusion & Recommendations

- a. Overall evaluation of the training period.
- b. Evaluation of the training organization.
- c. Recommendations for future trainees.

Time: 10-20 Mins