

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



College of Business Administration  
Marketing Department

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MKT477  
Course Syllabus

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**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.

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### **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 8<sup>th</sup> 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>

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### **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.