

Douglas

ARTICLE I. REGULATIONS

College

Date: May 1999 AY: DIVISION: Instruc-

DEPARTMENT: DEPARTMENT: COMMU-

**M: Course Objectives/Learning Outcomes**

challenge into a feasible marketing project. Students will develop problem analysis skills and ability to translate a marketing project into a feasible marketing plan.

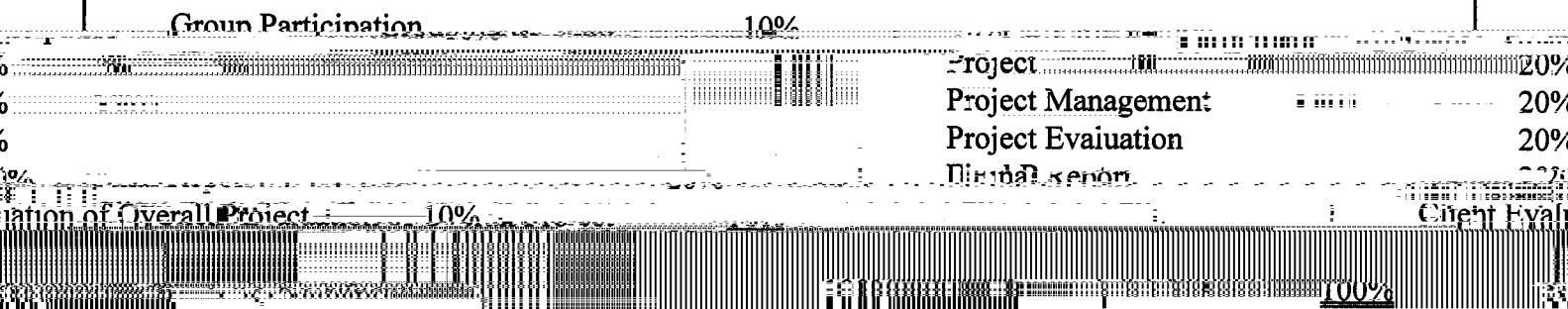
apply marketing concepts and methods learned in class to practical marketing problems and situations in the marketplace.

Develop client interaction and satisfaction skills.

**N: Course Content**

1. Purpose of marketing practicum.
2. Project analysis and planning.
3. Client goals, management and interaction.
4. Information requirements and data collection.

**Q:** Means of Assessment



**CREDIT FOR THE COURSE:**

**R:** Prior Learning Assessment and Recognition: specify whether course is open for PLAR

No