

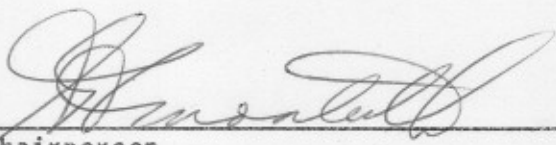
SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY
SAULT STE. MARIE, ONTARIO

COURSE OUTLINE

Course Title: WORK EXPERIENCE
Code No.: ADV-249-5
Program: ADVERTISING MANAGEMENT - BUSINESS MANAGEMENT
Semester: FOUR
Date: JANUARY, 1984
Author: J. KUCHMA

New: _____ Revision: X

APPROVED:


Chairperson

84.01.05
Date

CALENDAR DESCRIPTION

WORK EXPERIENCE

ADV-249-5

Course Name

Course Number

PHILOSOPHY/GOALS:

This course gives students the opportunity to practise what they have learned in a real working environment. Thus, participation is limited to those students who have successfully completed all previous advertising subjects.

The student will be placed with a "work experience employer". Through observing normal business hours and being involved in actual working conditions, the student will be encouraged to produced work on an organized, scheduled basis within a structured context.

METHOD OF ASSESSMENT (GRADING METHOD):

Students will be evaluated on the basis of reports from participating employers as well as input from the instructor. Students will be responsible for signing the evaluation forms along with the participating employer. The student's academic record will reflect the following grade for this subject area:

WORK EXPERIENCE

Either

S = SATISFACTORY

U = UNSATISFACTORY

STUDENT RESPONSIBILITIES:

Under the tutelage of the instructor, the student will be required to:

- (a) Submit an introductory letter to the chosen employer along with a one page resume before each placement period.
- (b) Be available to the employer as the program timetable stipulates.
- (c) Keep a work log up-to-date as outlined by the instructor for submission at the end of the placement period.
- (d) Submit a letter of thanks to each participating employer after each session.

Student responsibilities.....

- (e) Oral Presentation: presented to the class reflecting the work experience. This will be executed after the last work session. This presentation should be structured and make use of material examples and perhaps such material as handouts etc. The time stipulation for the presentation is a minimum of ten minutes and a maximum of fifteen minutes.

Note:

Choice of topic should in some way be related to work experience or some subject in a similar field.
(check with instructor)

IMPORTANT: All copies of letters, logs, outline of oral presentation(submitted to instructor a week previous) etc. must be turned in as a prerequisite to receiving a grade for the subject area.

METHOD:

The student will have the option of selecting from a list of participating employers. The instructor will attempt to match student interests with placement assignments within the limitations which may exist. Those students with the highest achievement in advertising subjects will be considered first if duplication of choices results.

Details of placement dates and times will be available during the first scheduled class of the semester.
