DIVISION: BUSINESS & ENGINEERING TECHNOLOGY   DATE REVISED: SPRING 2014

CURRICULA IN WHICH COURSE IS TAUGHT: MARKETING

COURSE NUMBER AND TITLE: **MKT 298, SEMINAR & PROJECT IN MARKETING**

CREDIT HOURS: 3 HOURS PER WEEK   LECTURE: 3 HOURS PER WEEK   LAB: N/A

I.   Catalog Description: Requires completion of a project or research report related to the student's occupational objectives and a study of approaches to the selection and pursuit of career opportunities in the field.

II.   Relationship of the Course to Curricula Objectives: As the required capstone course for all students enrolled in management and marketing, BUS 298 will broadly address the following DCC marketing program objectives. DCC Marketing graduates will :
- demonstrate competency in presentation skills including organization, eye-contact, volume, pacing, and visual aids (i.e., PowerPoint)
- apply a wide variety of computer software skills to business communication media such as written reports and business plans using word processing software and business presentations using presentation software
- perform and interpret basic business math calculations (e.g., mark-ups, interest rates, ratios, etc.) and business accounting principles, basic financial reports and book keeping fundamentals
- create marketing strategies and plans that utilize elements of the marketing mix, product mix, and/or media mix
- understand the basic concepts associated with business ethics and the importance of developing and adhering to a strong set of generally-accepted ethical principles
- demonstrate basic principles of human relationship skills which can be used to successfully interrelate with customers, associates, employees, and superiors in a business setting

III.   Required Background: As the capstone course in business management and marketing, students must have sophomore status and have completed ACC 111 or have departmental approval. If applicable, students not yet having completed developmental requirements must have completed MTE 1 and MTE 2.

IV.   Course Content:
- Management and leadership skills
- Business communication skills (written and oral)
- Human resource management and team building
- Project management: Initiation, Planning, Execution, Controlling, Closing
  - Stakeholder identification and management
  - Budgeting and financial management
  - Project selection
  - Planning as a management function
  - Project charter development
  - Project scope, time, cost, quality, and risk
  - Work breakdown structures (WBS)
  - Network diagramming techniques
  - Project sequencing and duration estimation techniques
  - Project documentation

V.   <u>General Education Objectives</u> – The following general education objectives are addressed in this course:

        <u>X</u> Communication
        <u>X</u> Critical Thinking
        <u>X</u> Cultural and Social Understanding
           Information Literacy
        <u>X</u>   Personal Development
        <u>X</u> Quantitative Reasoning
           Scientific Reasoning

VI. LEARNER OUTCOMES	**VII. EVALUATION**
Upon completion of the course, the student will be able to understand, define, and discuss the following concepts and topics: • procedures for project selection • planning as a management function • project management strategy • project charter development • project scope, time, cost, quality, and risk • work breakdown structures (WBS) • project workflow, network diagramming concepts and techniques • project budgeting and scheduling • stakeholder identification, communication, and management • project activity definition, sequencing, and duration estimation techniques • project communication and information distribution • documentation of a project from inception to completion • human resource coordination processes • project change identification and procedures • project performance measurements (e.g., earned value management)	The outcomes in section VI will be evaluated through course readings, course discussions, a Project Management terminology exam, and a group course project which includes a formal report and a formal group presentation.
In addition to the concepts listed above, this class emphases teamwork and service learning. Students will form four to six self-directed project teams, select a hands-on service learning project to initiate, plan, execute, control, and close.	Evaluated deliverables include a 20-page group project report and a 30-minute group presentation. The presentations will be judged by a panel of professors and professionals.