Wilkes University Curriculum Committee

PROPOSAL SUBMITTAL FORM

Directions:

- Use this set of forms for all proposals sent to the Curriculum Committee.
- Pages 1-3 of this document are required. Any unnecessary forms should be deleted from the packet before submissions. If multiple forms are needed (course addition, course deletion, etc), simply copy and paste additional forms into this packet.
- Note that all new programs (majors and minors), program eliminations, significant program revisions and all general education core revisions must be reviewed and approved by the Provost and Academic Planning Committee (APC) prior to submission to the Curriculum Committee. The Provost will make the decision if a program revision requires APC review.
- Completed and signed forms are due no later than the second Tuesday of every month. Submit one signed original hard copy and a scanned electronic copy with all signatures to the Chair of the Curriculum Committee.

1. Originator: Name: Ge Xiao
   Department: Department of Marketing, Entrepreneurship, Leadership, Sports Management and Hospitality Leadership (MLES)
   Phone: 570-408-4486
   Email: ge.xiao@wilkes.edu

2. Proposal Title: MKT462 Marketing Internship

3. Check only one type of proposal: (double click on the appropriate check box and change default value to "checked").

☐ New Program. (Major or Minor Degree Programs). This requires prior review and approval by the Provost and APC.

☐ New Concentration, Track, or Certificate. The Provost determines if review and approval by APC is necessary.

☐ Elimination of Program. (Major or Minor Degree Programs). This requires This requires prior review and approval by the Provost and APC.

☐ Elimination of Concentration, Track, or Certificate. The Provost determines if review and approval by APC is necessary.

☐ Program Revision. Significant revisions to a program require review and approval by the Provost. The Provost determines if review and approval by APC is necessary.

☐ General Education Revision. Submissions only accepted from the General Education Committee (GEC). Must be reviewed and approved by the Provost.

☐ Creation of new departments, elimination of existing department. This requires prior review and approval by the Provost and APC.

☐ Course additions or deletions not affecting programs (such as elective courses, transition of "topics" courses to permanent courses).

☐ Change in course credit or classroom hours.

☒ Incidental Changes. Includes changes in course/program title, course descriptions, and course prerequisites. (Although these changes do require approval by the Curriculum Committee, they...
do not go before the full faculty for approval).

☑ Other (Specify)

We consider the proposal as an incidental change because instead of having one internship course, BA462, for all students in different majors, a subset of this course is created and retitled as MKT462 Marketing Internship for students majored in marketing.
4. Indicate the number of course modification forms that apply to this proposal:

   1. Course Addition Form (plus syllabi)
   2. Course Deletion Form
   3. Course Change Form

5. Executive Summary of Proposal.
   Briefly summarize this proposal. The breadth and depth of this executive summary should reflect the complexity and significance of the proposal. Include an overview of the proposal, background and reasoning behind the proposal and a description of how the proposal relates to the mission and strategic long-range plan of the unit and/or university. For incidental changes a one or two sentence explanation is adequate.

   In the past, the Jay. Sidhu School of Business and Leadership only offered one major, business administration, which required BA462 Professional Business Experience as an experiential course for graduation. Recently, the Jay. Sidhu School of Business and Leadership has experienced rapid expansion and become a school offering multiple majors including accounting, management, marketing, finance, etc. To reflect the major changes, a course titled “MKT462 Marketing Internship” is proposed to serve our students majored in marketing.

6. Other specific information. (Not applicable for incidental changes.)

   N/A

7. Program Outline. (Not applicable for incidental changes).

   N/A
7. Program Outline. (Not applicable for incidental changes).

8. Signatures and Recommendations. (please date)
   - Signatures of involved Department chair(s) and Dean(s) indicate agreement with the proposal and that adequate resources (library, faculty, technology) are available to support proposal.
   - If a potential signatory disagrees with a proposal he/she should write "I disagree with this proposal" and a signed statement should be attached to this submission.

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<thead>
<tr>
<th>Name</th>
<th>Signature</th>
<th>Date</th>
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<tbody>
<tr>
<td>Prof. Ruth Hughes, Chair - FAM Department</td>
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<td>4/10/18</td>
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<td>Dr. Ge. Xiao, Chair - MELSH Department</td>
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<td>Dr. Abel Adekola, Dean</td>
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<td>Sidhu School of Business &amp; Leadership</td>
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<td>Mrs. Susan Hritzak, Registrar</td>
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Dr. Anne Skleder

Provost (For new programs, significant revisions and revisions to the General Education Program revisions only).
   - Provost should check here _____ if this proposal is a program revision AND the significance of the revision requires review and approval by APC prior to Curriculum Committee.

NA

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<tr>
<td>Chair, Academic Planning Committee. For new programs, program revisions sent via the provost. Signature indicates that the proposal has been reviewed and approved by APC.</td>
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Wilkes University Curriculum Committee  
COURSE ADDITION FORM – page 1

1. Course Title:  Marketing Internship

2. Course Number:  MKT462  
Coordinate with Registrar to insure course number is available

3. Course Credit Hours:  
Classroom Hours  _3___  Lab Hours______  Other______

Course Prerequisites:  MKT-221, FIN-240, and MGT-251.

4. Course Description (as proposed for the Bulletin):  Course descriptions provide an overview of the topics covered. If the course is offered on a scheduled basis, i.e. every other year, or only during a set semester, note this in the description. Course descriptions should be no more than two to three sentences in length.

The marketing internship is designed to provide students with advanced instruction and professional experience. Through a work-based learning experience, students gain an understanding of the internship site's work, as well how it potentially relates to their academic study in a real business setting.

5. Required Documentation:
   Proposed Syllabus  Attach proposed syllabus immediately after this document. In some situations the official syllabus may contain information which is beyond the review needs of the Curriculum Committee (such as extensive rubrics, etc). It is permissible to attach an abbreviated syllabus. In general, syllabi (whether full or abbreviated) should contain the following information: Course Title, Course Number, Credit hours, Faculty Information (name contact information, office hours), Course Description, Course Outcomes or Objectives, Assessment (grading) informations, required texts (or other things such as tools, software, etc), pertinent policies and a proposed schedule of topics.
REQUIREMENTS:

➢ Student With Employer ---- You are required to sign an Agreement Form (from the Coop Office) at the beginning of your experience, which outlines all of your duties and responsibilities and also provides guidance on basic office etiquette, professionalism, sexual harassment etc. Please think about your academic learning goals --- what are you planning as learning outcomes and how do you expect to achieve these outcomes.

➢ Complete the Internship Checklist Below
   □ My internship is for ________ credits, which requires I work a minimum of ________ hours. I plan to reach the hour requirements by working ________ hours per week. (3 credits = 150 hours).
   □ I will meet with Ms. Sharon Castano, Director of Internships, to review my internship responsibilities (see Agreement Form on the Internship site).
   □ My faculty coordinator, who is Dr. Xiao, will grade my assignments and assign my final grade.
   □ I understand that if I do not complete my hours and assignments by the end of the semester, I will receive an incomplete (X) which turns into a grade of 0.
   □ I will return the Employer Data form, which outlines my supervisor and employer's information, and return it to the Coop/Internship Office within the first two weeks of my internship.
   □ I will meet with Dr. Xiao to complete my Internship and Development Plan, which will outline how I will be graded and my required assignments.
   □ I will need to give one employer evaluation form to my intern supervisor at the end of the internship experience with the appropriate due date.
   □ It will be my responsibility to submit assignments on a timely basis and I am aware that I can lose points because of lateness. Weekly reflections are due weekly.
☐ The Required Forms are available and should be downloaded before the end of the current semester. The web address is: http://www.wilkes.edu/campus-life/student-development/cooperative-education-internships/assignments-forms.aspx

➤ Complete the Internship Plan Below

**Internship Plan**

Basically **YOU** develop a plan (based on the Internship Guidelines) that lists your assignments for the semester and documents how your grade will be calculated (see below for options on the Project). The assignments are your weekly summaries, Employer Evaluations, the Diversity Reflection, and a final presentation OR a final project such as a developmental portfolio.

☐ **Weekly Reflections/Summaries** (30% of the total grade). Weekly reflections are approximately 2 paragraphs reflecting upon your prior week. These are due each week, and should be submitted electronically to the L.I.V.E. D2L Dropbox folder named “weekly reflections and summaries” at the end of the week, Sunday midnight, upon completion of responsibilities. **DO NOT SAVE AND SEND IN ALL AT ONE TIME.** Reflections should incorporate both descriptive information (what are you doing, learning, etc) as well as analytical reactions. Incorporate your learning from coursework and experience, reference good practice ideas, note what works/does not work, and integrate your reactions to the total internship experience. Discussion topics might include reflections on your initiative and responsibility, leadership moments and growth, mentoring opportunities, instances of excellence in customer service, motivation of self or others, creativity, personal and professional growth, and other aspects of your position.

☐ **Final Project** (30% of the total grade)

- **Developing a developmental portfolio OR**
- **Deliver an oral presentation with PowerPoint or Prezi**

Your decision should be based on the specific nature of your internship and what will benefit YOUR professional development.

The portfolio file or presentation PPTs should be submitted electronically to the L.I.V.E. D2L Dropbox folder named “Final Project.” The final presentation schedule will be announced later, but is likely to be in the final week departmental final exam time.

**Portfolio**

Your portfolio is a visual binder and critical analysis of your work. Think about your internship portfolio as a collection of artifacts that thoroughly document the work you have done and the knowledge and skills you have acquired as an intern. It should also help you:

- Assess your learning
- Connect your work experiences with your knowledge
- Reflect on your personal, academic, and career goals
- Provide evidence of your performance
• Document your acquisition of specific skills or knowledge
• Record your intellectual and personal growth
• Include an updated resume

Presentation
You will need to prepare a 10-15 minutes presentation that addresses the following:

• Introduction (where you worked and why you chose that organization),
• Internship Experience (your title, basic duties and any major projects),
• Personal Accomplishments (discuss your initiative, leadership & legacy)
• Opportunities for Growth (discuss your biggest challenge and how you overcame it, how have you grown,)
• Forward Thinking (where will you go from here? what opportunities will you look for? what opportunities won’t you look for?)
• Show your updated Resume (this will be the last reflection, to update your resume)

➢ Employer Evaluation (30% of the total grade)
Employer’s feedback concerning your strengths and areas that need improvement (see forms on http://www.wilkes.edu/campus-life/student-development/cooperative-education-internships/assignments-forms.aspx). Please be certain to give your field supervisor a copy of the evaluation form and request that it be sent or faxed to interns@wilkes.edu. If possible please have a copy sent to me via email attachment.

➢ Grading System
1. Faculty evaluation = 10%,
2. Employer evaluation = 30%
3. Weekly reflections/summaries = 30%.
4. Final Project = 30%