The course is designed to meet the following learning objectives and college competencies:

- **Required Text**
  - *Marketing Mindset 3.0* by [Deepdish Creative](http://deepdishcreative.com)

**Course Requirements**

**Grading:**
- Technical Quality and Presentation: 10%
- Creativity and Critical Thinking: 30%
- Expression: Quality and Completeness: 30%
- Professionalism: 30%

All written work will be graded on the TIEC scale.

**COURSE LEARNING OUTCOMES**

The course is designed to develop the following learning objectives and college competencies:

- Prepare and update a resume (Writing)
- Manage information, communicate effectively and handle issues and problems (Critical Thinking, Communication, Writing, Ethic)
- Relate current issues in your field to the internship placement and discuss how these issues impact the business you are placed with (Critical Thinking, Communication)
- Practice excellent professional networking (Communication)
- Analyze and conduct personal professional goals based upon internship experience (Critical Thinking, Writing, Communication, Qualitative)

**Students with Disabilities**
If you need special accommodations for this course, please contact Skip Harris at sharris@champlain.edu.