

AMDM399 – Placement in Marketing

Course Title	Placement in Marketing				
Course Code	AMDM 399				
Course Type	Elective (BA Business Administration)				
Level	BA (Level 3)				
Year / Semester	4 th year / Summer after completion of 6 th semester or 7 th or 8 th semester				
Teacher's Name	Mr Yiannos Loizides				
ECTS	6	Lectures / week	-	Laboratories/week	-
Course Purpose	<p>The purpose of a placement is to provide real-world experience that enables students to put everything they've learned into action. A placement can help students gain skills that can be applied to future job environments in the area of Marketing/Digital marketing. Internships may be paid or unpaid, and the duration is 144 hours of real work, which this can be completed during the semester or a summer break.</p>				
Learning Outcomes	<p>At the end of the 144 hours of work placement, students are expected to be able to:</p> <ul style="list-style-type: none"> • Discuss in detail how the theory taught during their academic studies is applied by the specific company and departments they have acquired experience in. • Outline the job objectives of each department of the company they worked in. • Demonstrate understanding of the work flow within each department and in the company as a whole. • Compare and contrast their own personal career interests in relation to the company and its sector. • Discuss the work ethics they consider essential in the work environment. • Integrate classroom knowledge and experience in an industrial, / practical setting in various businesses, government, or community-service work situations. • Translate academic principles to action, to test career interests, and to develop skills and abilities through carefully planned and supervised programs related to their degree. • Comprehend the contemporary turbulent and changing marketing environment. • Develop the appropriate communication skills necessary to communicate effectively with superiors, inferiors, colleagues and customers. 				

	<ul style="list-style-type: none"> • Work under pressure and within time constraints. • Learn to work in groups. • Present the experience gathered during the 100 hours on their CV in a professional way. 		
Prerequisites	ABSM101, AMDM112	Corequisites	None
Course Content	<ol style="list-style-type: none"> 1. Registrations for internships are handled at the departmental level with the cooperation of the Careers office and the Industry liaison office at Frederick University. A departmental placement Coordinator assists the student in designing the internship experience in Marketing and Digital Marketing 2. Close liaison should be attained between the university and the firm, institution, or agency in order to ensure that the aims and objectives of the program are fulfilled and a high-quality of placement is attained. For this purpose on-site visits may be carried out by the Internship coordinator to ensure that all conditions are fulfilled. 3. Students upon registration and after attending the first few days at work, are asked to submit to the departmental Placement Coordinator the Placement Letter of Intent and the Agreement with the Company representative. 4. An interim report will be submitted to enable assess and evaluate the progress of the student. The report which should also be signed by the work / department supervisor must show the basic skills the student is expected to develop (communication, working in groups and under time constraints) as well as the duties performed and their relevance to the theory gained in class. 5. Students will be required to submit a final report for assessment before a grade is given to them. The final report which should also be signed by the work / department supervisor should include an overview of the company, the structure of the company, a detailed reference to the duties performed and their relevance to the theory gained in class, main problems faced as well as benefits gained at work. 6. Students need to be able to defend their work with an oral evaluation with the Departmental Placement Review Committee after submitting Final report. 		
Teaching Methodology	<p>Students are required to visit and work in the chosen work place for a minimum of 100 hours per semester. During their placement period, students will be guided by their work / department supervisor and their relevant lecturers and / or Placement coordinator to observe, and evaluate the students' performance in the relevant discipline.</p> <p>The students' performance on applying the knowledge gained in the various aspects of Marketing in real business situations will be observed and assessed by the department / work supervisor and in cooperation with the relevant lecturer and the internship coordinator.</p>		

	<p>Student projects prepared during the practical exercises and deemed appropriate by the work /department supervisor will be submitted to the lecturer in charge for evaluation.</p> <p>The supervision and evaluation of students is the responsibility of the lecturer in charge through communication with the work / department supervisor, who will also submit an evaluation report.</p> <p>Work Placement Report On completion of the work placement, students are required to write a report about how they experienced knowledge they gained during the Soft Skills Seminar and all their academic studies apply in the real workplace.</p> <p>Particularly, students should present a critical evaluation of an issue, challenge or problem faced in a function, unit, or department of the company each student is placed. Although primary data collection may take place, this is not considered a prerequisite for the completion of the particular report. The assessment of the report depends on the quality of the students' description on any issue, challenge or problem identified within their workplace, the integration of theory learned by the students through their studies, and the level of the students' critical insight on the aforementioned.</p>																								
Bibliography	Published articles / books relevant to their academic discipline.																								
Assessment	<p>Written reports:</p> <ul style="list-style-type: none"> ○ Interim report: 20% (2000 words) <table data-bbox="537 1199 1317 1346" style="margin-left: 20px;"> <tr> <td><u>PART A:</u> Overview of the company</td> <td style="text-align: right;">10%</td> </tr> <tr> <td> 7. History</td> <td></td> </tr> <tr> <td> 8. Description of operations</td> <td></td> </tr> <tr> <td> 9. Mission and objectives</td> <td></td> </tr> </table> <table data-bbox="537 1356 1317 1388" style="margin-left: 20px;"> <tr> <td><u>PART B:</u> Tasks agreed upon (outline of tasks)</td> <td style="text-align: right;">60%</td> </tr> </table> <table data-bbox="537 1394 1317 1425" style="margin-left: 20px;"> <tr> <td><u>PART C:</u> Link to relevant academic knowledge</td> <td style="text-align: right;">30%</td> </tr> </table> ○ Final report: 70% (3000) words <table data-bbox="537 1530 1317 1562" style="margin-left: 20px;"> <tr> <td>PART A: Tasks agreed upon (outline and explain)</td> <td style="text-align: right;">30%</td> </tr> </table> <table data-bbox="537 1568 1317 1600" style="margin-left: 20px;"> <tr> <td>PART B: Outcomes</td> <td style="text-align: right;">30%</td> </tr> <tr> <td> 1. Results</td> <td></td> </tr> <tr> <td> 2. Challenges and suggestions</td> <td></td> </tr> </table> <table data-bbox="537 1677 1317 1709" style="margin-left: 20px;"> <tr> <td>PART C: Link with relevant theory</td> <td style="text-align: right;">30%</td> </tr> </table> <table data-bbox="537 1715 1317 1747" style="margin-left: 20px;"> <tr> <td>PART D: Conclusions</td> <td style="text-align: right;">10%</td> </tr> </table> <p>Presentation: 10% (after the submission of the Final report)</p>	<u>PART A:</u> Overview of the company	10%	7. History		8. Description of operations		9. Mission and objectives		<u>PART B:</u> Tasks agreed upon (outline of tasks)	60%	<u>PART C:</u> Link to relevant academic knowledge	30%	PART A: Tasks agreed upon (outline and explain)	30%	PART B: Outcomes	30%	1. Results		2. Challenges and suggestions		PART C: Link with relevant theory	30%	PART D: Conclusions	10%
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Language	English