

## *Field Placement (Advertising)*

### Advertising & Marketing

<b>Course Number:</b> WORK AD999	<b>Equivalencies:</b> N/A	<b>Pre-Requisites:</b> N/A
<b>Applicable Program(s):</b> 652 - Advertising & Mrktg Comm Mgmnt	<b>Core/Elective:</b> Core	
<b>Prepared by:</b>	Robin Grossi, Program Coordinator	
<b>Approved by:</b>	Jane Cooper, Associate Dean	
<b>Approval Date:</b>	Tuesday, June 20, 2017	
<b>Approved for Academic Year:</b>	2017-2018	
<b>Normative Hours:</b>	245.00	
<b>Course Level:</b>	Integrational	

### Course Description

For graduation, all students must complete a 245 hour field placement. This is not a co-op; it is not a paid placement. Field placement allows the student to experience the working world in our industry first hand, and to gain new insights into the field that they've chosen.

### Relationship to Vocational Learning Outcomes

This course contributes to your program by helping you achieve the following Vocational Learning Outcomes:

<b>652 - Advertising &amp; Mrktg Comm Mgmnt</b>	
VLO 1	Determine, analyze and respond to clients' advertising and marketing communications objectives by applying principles of marketing and communications. (A,)
VLO 5	Develop advertising and marketing communications material in compliance with current Canadian legislation, industry standards and business practices. (A,)
VLO 6	Develop creative solutions to address advertising and marketing communications challenges. (A,)
VLO 7	Plan, implement, monitor and evaluate projects by applying principles of project management. (A,)
VLO 8	Complete all work in a professional, ethical and timely manner. (A,)

### Relationship to Essential Employability Skills

This course contributes to your program by helping you achieve the following Essential Employability Skills:

EES 1	Communicate clearly, concisely and correctly in the written, spoken and visual form that fulfills the purpose and meets the needs of the audience. (A,)
EES 2	Respond to written, spoken or visual messages in a manner that ensures effective communication. (A,)
EES 4	Apply a systematic approach to solve problems. (A,)
EES 5	Use a variety of thinking skills to anticipate and solve problems. (A,)
EES 8	Show respect for diverse opinions, values, belief systems and contributions of others. (A,)
EES 9	Interact with others in groups or teams in ways that contribute to effective working relationships and the achievement of goals. (A,)
EES 10	Manage the use of time and other resources to complete projects. (A,)
EES 11	Take responsibility for one's own actions, decisions and consequences. (A,)

## Course Learning Outcomes/Elements of Performance

When you have earned credit for this course, you will have demonstrated the ability to:

### **CLO 1. Synthesize marketing communications knowledge and concepts in a professional environment.**

EOP 1.1. Adapt to a professional work environment.

EOP 1.2. Produce marketing communications materials in adherence with industry standards.

EOP 1.3. Discuss and document work clearly and concisely.

EOP 1.4. Establish effective team relationships.

EOP 1.5. Observe and model a professional code of conduct.

EOP 1.6. Determine strategies to promote personal and professional growth.

EOP 1.7. Evaluate advertising skills based on real world application.

EOP 1.8. Compare field placement experience to expectations.

## Evaluation/Earning Credit

The following list provides evidence of this course's learning achievements and the outcomes they validate:

Work Placement/Internship (Pass/Fail)

Validates Outcomes: CLO 1, EES 1, EES 2, EES 4, EES 5, EES 8, EES 9, EES 10, EES 11, VLO 1, VLO 5, VLO 6, VLO 7, VLO 8

## Learning Resources

All program related eLearn content.

## Delivery Format

A total of 245 hours in-field will be fulfilled based on a 35 hour work week over a 7 week period.

### **Prior Learning Assessment and Recognition**

Students who wish to apply for prior learning assessment and recognition (PLAR) need to demonstrate competency at a post-secondary level in all of the course learning requirements outlined above. Evidence of learning achievement for PLAR candidates includes:

- Other: A demonstration of prior work (samples, employer references) in a marketing communications position with a minimum of 245 hours served with a single employer.

### **Advertising & Marketing Statements**

Most courses at Mohawk College are blended. Blended learning integrates both face-to-face learning and online learning in the delivery of a course. Students are expected to be fully prepared for face-to-face classes by completing online activities as required by the Professor.

Students are responsible for familiarizing themselves with the McKeil School of Business Charter of Expectations. A copy of this document can be found on the eLearn homepage.

### **Course Related Information**

#### **Conduct**

All students are expected to start and end each day of fieldplacement at the time agreed upon with their employer. If absent due to illness or other mitigating circumstances, students need to communicate with their employer immediately (start of the work period) and arrange to fulfill the missed hours on an alternate date.

Students should report to their assigned supervisor regularly to ensure tasks have been completed satisfactorily, and on time.

#### **Dress Code**

Students are to be appropriately dressed at all times - clothing should be clean, not torn, modest, and suitable for an office environment.

#### **Personal Activity**

Students should refrain from conducting personal activity (phone calls, social networking, errands) while fulfilling their field placement hours.

### **College Related Information**

Mohawk College is committed to creating a learning community where all students and staff experience a safe and respectful work and study environment. College policies and procedures respect individual rights and responsibilities, promote accountability, fairness and due process. Students are expected to familiarize themselves with Mohawk College's Policies and Procedures accessible through the College website <http://www.mohawkcollege.ca/corporate-policies-procedures/student.html>

Students with permanent or temporary disabilities who require academic accommodations are encouraged to register with Accessible Learning Services. Documentation outlining the functional limitations of disability is required; however, interim accommodations pending receipt of appropriate documentation is possible. All documentation is kept confidential in the office of Accessible Learning Services. For more information, contact (905) 575-2211 or email [als@mohawkcollege.ca](mailto:als@mohawkcollege.ca)

Mohawk College is committed to the implementation of universal design for learning in order to support learners with disabilities, broadly promote inclusion and provide compliance elements for the Accessibility for Ontarians with Disabilities Act within the college community. Mohawk College courses will employ universal design for learning principles and/or initiatives and these elements will be indicated. For more information on the specific universal design for learning elements included in this course, contact the professor. For more information on universal design for learning, review the universal design for learning webpages <http://www.mohawkcollege.ca/employees/centre-for-teaching-learning/universal-design-for-learning>

In addition, students enrolled in Mohawk/McMaster collaborative programs are protected under McMaster University's policies and procedures outlined in General Academic Regulations, McMaster Undergraduate Calendar, and in McMaster's Academic Integrity Policy <http://www.mcmaster.ca/academicintegrity/> . Please be advised that all policies and procedures are subject to change.

To maintain academic integrity student submissions may be assessed using <http://www.turnitin.com/>

EFFECTIVE FALL 2009 - Policy: SS-3103-2009 - Program Promotion and Graduation Requirements: A minimum grade of 50% is required as a course pass at Mohawk College. Please be aware, however, that a higher passing grade (minimum 60% or 70%) may be required if this course is taken as part of certain diploma or certificate programs. Please consult your Academic Department for details. Additionally, if you are taking this course as part of a diploma or certificate program, be aware that you need an overall weighted grade point average (WGPA) of at least 60% to graduate. Graduation requirements are higher for some programs. Please check requirements with your department.

PLEASE NOTE: Faculty are required to review Emergency Lockdown procedures and Emergency Evacuation Procedures, including Evacuation and Lockdown procedures for students with disabilities, at the first class of every course they are teaching each semester. This information is available in the College Emergency Safety and Security Procedures Booklet distributed to all staff in hard copy, or online in MOCOMotion within the Human Resources Tab in the Occupational Health and Safety Channel (Occupational Health and Safety web site).

**To understand your Course Outline please read the following document.**

[https://comms.blob.core.windows.net/public/mohawk/COMMS-Understanding\\_your\\_Course\\_Outline.pdf](https://comms.blob.core.windows.net/public/mohawk/COMMS-Understanding_your_Course_Outline.pdf)

## Legend

**Terms**

- ALO = Aboriginal Learning Outcome
- Apprenticeship LO = Apprenticeship Learning Outcome
- CLO = Course Learning Outcome
- DPLO = Degree Program Learning Outcome
- EES = Essential Employability Skill
- EOP = Element of Performance
- GELO = General Education Learning Outcome
- LO = Learning Outcome
- ES = External Standard
- PLA = Prior Learning Assessment
- PLAR = Prior Learning Assessment and Recognition
- VLO = Vocational Learning Outcome

**Assessment Levels**

- T = Taught
- A = Assessed
- R = Reinforced