

**SEWARD COUNTY COMMUNITY COLLEGE
COURSE SYLLABUS**

I. TITLE OF COURSE: BA1242- Business Marketing Management Seminar III

**II. COURSE DESCRIPTION: 2 credit hours
0 credit hours of lecture and 2 credit hours of lab per week.**

The course is specifically designed to identify business students, provide the coordinator an opportunity to give vocational counseling and individual personal assistance. Special attention will be given to such units of instruction as Enactus, competitive preparation, on-the-job problems, current business practices, and career planning. The student may take the seminar four times and apply a total of 8 credit hours toward graduation.

For each unit of credit, a minimum of three hours per week with one of the hours for class and two hours for studying/preparation outside of class is expected.

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Pre-requisite: Instructor Permission.

III. PROGRAM AND/OR DEPARTMENT MISSION STATEMENT:

Prepare students to obtain a job in mid-management or marketing position, possessing the skills to make them successful employees and employers.

IV. TEXTBOOK AND MATERIALS:

No text required for this course.

V. SCCC OUTCOMES

Students who successfully complete this course will demonstrate the ability to do the following SCCC Outcomes.

2: Communicate ideas clearly and proficiently in writing, appropriately adjusting content and arrangement for varying audiences, purposes, and situations.

3: Communicate their ideas clearly and proficiently in speaking, appropriately adjusting content and arrangement for varying audiences, purposes, and situations.

5: Demonstrate the ability to think critically by gathering facts, generating insights, analyzing data, and evaluating information

6: Exhibit skills in information and technological literacy

7: Understand each other, moving beyond simple acceptance to embracing and celebrating the rich dimensions of diversity by working as a team to learn, engaging with community, exhibiting cultural awareness, and creating equity.

8: Show the ability to contribute to political, civic, and community responsibilities as an informed member of society

9: Exhibit workplace skills that include respect for others, teamwork competence, attendance/punctuality, decision making, conflict resolution, truthfulness/honesty, positive attitude, judgment, and responsibility

VI. COURSE OUTCOMES:

Develop leadership skills
Develop communication skills
Develop social skills
Demonstrate Work Behavior Attitudes

Apply Technology to Learning
Demonstrate Knowledge of Business Marketing Principles

VII. COURSE OUTLINE:

Each student will study on an individual basis in an area of their own expertise. Such subject areas will include:

1. Advertising
2. Entrepreneurship
3. Fashion Merchandising
4. Industrial Marketing
5. Management Decision Making
6. Sales Manager
7. Sales Promotion
8. Sales Representative
9. Finance & Credit Services
10. Food Marketing
11. Retailing
12. Restaurant Management
13. Hotel/Motel Management

VIII. INSTRUCTIONAL METHODS:

Group Discussion
Case Problems
Individual Study
Projects in assigned topic

IX. INSTRUCTIONAL AND RESOURCE MATERIALS:

Student training guides
Teacher prepared handouts
Computer training guides
SIFE website
State and Local Constitution

X. METHODS OF ASSESSMENT:

SCCC/ATS Outcomes #2, #3, #4, #5, #6, #7, #8, & #9 will be measured by the following:
Attendance
Student participation in involvement exercises
Student participation in Competitive Events
In-class activities

XI. ADA STATEMENT:

Under the Americans with Disabilities Act, Seward County Community College will make reasonable accommodations for students with documented disabilities. If you need support or assistance because of a disability, you may be eligible for academic accommodations. Students should identify themselves to the Dean of Students at 620-417-1106 or going to the Student Success Center in the Hobbie Academic building, room 149 A.