

**Guideline for the course Apprenticeship in Marketing MKTM 4081 and
Report (Case Study Proposal)**

1. Introduction

The objective of '**Apprenticeship in Marketing**' is to create opportunity for graduating students to acquire practical industry experience so that they can appreciate the link between the theoretical knowledge and the business/ marketing practices. Therefore, graduating students are strongly advised to put the maximum of their effort and dedication for the practicum as it lays foundation for their career advancement.

2. Selecting organization

Students taking the course are required to select an organization on which they would like to do their '**Apprenticeship in Marketing**' and report to the department. The following points shall be considered while selecting an organization:

- i. The organization shall be engaged in business and /or other institution must be providing customer service activities.
- ii. The firm shall be accessible (not too far) for the student not to waste learning time while travelling
- iii. The firm should be willing to accept the graduating student for the apprenticeship
- iv. The firm should give marketing and customer service-related task for at least **112** hours for the apprentice period
- v. Students are expected to spend minimum of 28 hours for study, report preparation and consultation with academic advisor and in total (112+28) 140 hours shall be spent for the 5 ECTS course
- vi. The firm shall be willing to provide necessary information for the graduating students to prepare their report (case study proposal)
- vii. The organization shall assign coach / immediate supervisor to guide/ train the student and finally submit evaluation report
- viii. The organization (coach/ immediate supervisor) shall evaluate the performance of the student and report to the school using the provided evaluation format

Marketing Guideline 2accounting Grade 1march

Tao Wei



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