

Marketing Internship 2010

Strand/Goal:

References to Standards

SMS	GLE	Objective	Instructional Activity	Assessment	Time	Resources
CA1 4.8		-The student will be able to demonstrate job seeking techniques	-Students will demonstrate job seeking techniques while completing the necessary paper work with participate in marketing internship -Students will demonstrate job seeking techniques while completing the “Study of My Job” worksheet. -Students will demonstrate job seeking techniques while completing “communication with potential customer” work sheet.	- The student will obtain and maintain a job in a marketing related field for semester employment. -The student will demonstrate job seeking techniques and will be assessed using the Kirkwood High School Internship Employment Verification sheet.	Ongoing	Marketing Essentials, Glencoe State Marketing Curriculum On-the-Job Training
HP2 3.3,4.1		-The student will be able to apply information about self and job opportunities in career decision making.	-The student will be able to apply information about self and job opportunities in career decision making while completing the “identification of opportunities” worksheet -The student will be able to apply information about self and job opportunities in career decision making after completing the “gathering advice through interviews” project.	-The students will apply information about self and job opportunities in career decision making on the semester 1 final exam with 90% being mastery	Ongoing	Marketing Essentials, Glencoe State Marketing Curriculum On-the-Job Training

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			-The student will be able to apply information about self and job opportunities in career decision making after completing the “study of work environment” project			
SS6 4.4		-The students will be able to demonstrate interpersonal qualities on the job.	-The student will be able to demonstrate interpersonal qualities on the job while completing “study of the work environment” project	-The student will demonstrate interpersonal qualities on the job while completing the semester 1 final exam.	Ongoing	Marketing Essentials, Glencoe State Marketing Curriculum On-the-Job Training
SS6 4.4		-The student will be able to demonstrate a successful work ethic	-The student will be able to demonstrate a successful work ethic while completing “evaluating your work performance” project.	-The student will demonstrate a successful work ethic on the job and will be evaluated using the employer’s evaluation of the student.	Ongoing	Marketing Essentials, Glencoe State Marketing Curriculum On-the-Job Training
SS6 2.6		-The student will be able to analyze policies and procedures of the work place.	-The student will be able to analyze policies and procedures of the work place after completing “study of work environment” project.	-The student will be able to analyze policies and procedures of the work place while completing the semester 1 final exam.	Ongoing	Marketing Essentials, Glencoe State Marketing Curriculum On-the-Job Training
SS6 2.6		-The student will be able to display competent job performance.	-Students will display competent job performance by performing a variety of activities related to each	-Employers will evaluate students’ ability to display	Ongoing	Marketing Essentials, Glencoe State Marketing Curriculum On-the-Job Training

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			students specific job assignment and situation. Activities will vary and be job specific for each student. This will be done by Employer Evaluation. The student will be able to display the competent job performance while holding a marketing internship position.	competent job performance by completing the Employer Evaluation from once every 6-weeks.		
SS4 1.10		-The student will be able to apply concepts of marketing to the work site.	-Students will be able to apply concepts of marketing to the work site when completing the “planning for a new staff” and “business trip itinerary” projects.	-Students will apply concepts of marketing to the work site when completing the marketing internship Semester 1 Final	Ongoing	Marketing Essentials, Glencoe State Marketing Curriculum On-the-Job Training