

**Clackamas Community College**  
Online Course/Outline Submission System

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Date approved: December 7, 2012 Certified General Education Area(s): None

**Section #1 General Course Information**

**Department:** Business & Computer Science

**Submitter**

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**Course Prefix and Number:** BA - 280D

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**# Credits:** 6

**Contact hours**

Lecture (# of hours):  
Lec/lab (# of hours):  
Lab (# of hours): 216  
Total course hours: 216

For each credit, the student will be expected to spend, on average, 3 hours per week in combination of in-class and out-of-class activity.

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**Course Title:** Business/CWE: Marketing Applications

**Course Description:**

Focuses on marketing with learning objectives developed by employer, student, and instructor within focus areas. Major emphasis will be given to work based learning. Weekly or weekend seminars will focus on individualized projects, work styles, presentations, guest speakers, and discussion, all related to hiring, on-the-job problems, and procedures within the focus area. Supervision and evaluation of the student's job performance will be provided by qualified staff of the College and employing institution.

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**Type of Course:** Career Technical Preparatory

**Reason for the new course:**

Not a new course, coming forward for review.

**Is this class challengeable?**

**No**

Can this course be repeated for credit in a degree?

**Yes**

**Up to how many credits can this course be repeated to satisfy a degree requirement? 6**

Is general education certification being sought at this time?

**No**

Does this course map to any general education outcome(s)?

**No**

Is this course part of an AAS or related certificate of completion?

**No**

Are there prerequisites to this course?

**No**

Are there corequisites to this course?

**Yes**

**Co-reqs: CWE-281**

Are there any requirements or recommendations for students taken this course?

**Yes**

**Recommendations: None**

**Requirements: Instructor consent & a CWE seminar**

Are there similar courses existing in other programs or disciplines at CCC?

**No**

Will this class use library resources?

**No**

Is there any other potential impact on another department?

**No**

Does this course belong on the Related Instruction list?

**No**

**GRADING METHOD:**

**A-F or Pass/No Pass**

**Audit: No**

When do you plan to offer this course?

**✓ Not every term**

Is this course equivalent to another?

If yes, they must have the same description and outcomes.

**No**

Will this course appear in the college catalog?

**No**

Will this course appear in the schedule?

**No**

**Student Learning Outcomes:**

Upon successful completion of this course, students should be able to:

1. establish short-term and long-term career goals,
2. analyze interests, strengths, and weaknesses relating to career goals;
3. investigate sources of career information,
4. complete a job application form neatly, completely, and accurately;
5. prepare a resume suitable for presentation to a perspective employer,
6. interview for a job offering experience and training toward a career goal (if unemployed),
7. establish and demonstrate progress toward a career goal.

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***This course does not include assessable General Education outcomes.***

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**Major Topic Outline:**

1. Orientation and establishment of individual and group goals.
2. Myers Briggs Personality Test.
3. Occupational aptitude and interest.
4. The job application process.
5. Resume construction and job interview.
6. Human relations.
7. On-the-job experience and training in: finance applications.

**Does the content of this class relate to job skills in any of the following areas:**

- |                                      |           |
|--------------------------------------|-----------|
| 1. Increased energy efficiency       | <b>No</b> |
| 2. Produce renewable energy          | <b>No</b> |
| 3. Prevent environmental degradation | <b>No</b> |
| 4. Clean up natural environment      | <b>No</b> |
| 5. Supports green services           | <b>No</b> |

Percent of course: 0%

**First term to be offered:**

**Next available term after approval**

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