



Course Syllabus

Course Code	Course Title	ECTS Credits
MKTG-499	Marketing Practicum	6
Prerequisites	Department	Semester
Sophomore	Marketing	Fall / Spring
Type of Course	Field	Language of Instruction
Elective	Marketing	English
Level of Course	Lecturer(s)	Year of Study
1 st Cycle	Dr Yioula Melanthiou	3 rd or 4 th
Mode of Delivery	Work Placement	Co-requisites
Face-to-face	Yes	None

Course Objectives:

The main objectives of the course are to:

- Give the student the opportunity to get real exposure to the Marketing world and practice
- Facilitate student understanding of the practical issues of applying Marketing knowledge to practice
- Expose students to the demands of the industry.
- Expose students to professional issues and problems in the delivery of Marketing services.
- Provide students an opportunity to learn and improve their Marketing knowledge as well as their competencies and skills in a real life environment
- Enable and empower the student to report on this experience in a convincing, effective and meaningful way, relating theory to practice in the Marketing field
- Provide students with an opportunity to re-think of their career goals in the selected industry through self-evaluation.

Learning Outcomes:

After completion of the course students are expected to be able to:

1. Observe and participate in various Marketing related activities
2. Provide evidence through the experiences described that they have been actually involved in the application of Marketing concepts and theory as these relate to everyday life.
3. Provide evidence that their academic background has been of help to them while actually working in the Marketing industry
4. Recognize the complexity of situations in the application of Marketing principles and processes.

5. Gain hands-on experience in a Marketing practice in a professional Environment.
6. Analyze and evaluate the elements of the marketing mix strategy

Course Content:

1. Introduction to the practicum, practicum requirements and labor legislations
2. Studying or revising theoretical material associated with the practical work
3. Supervising and guiding of the student by the responsible lecturer and the host supervisor in order for the student to connect and relate his/her practical experiences to theoretical principles that relate to Marketing Signed Learning Agreement by all relevant parties
4. Log Book
5. Self-Reflection Report
6. Student evaluation by employer/host at end of practicum
7. Practicum Supervisor Assessment of the student

Learning Activities and Teaching Methods:

Meetings and discussion, self-assessment, keeping of a logbook, self-reflection, guiding the writing of the self-reflection report, reporting.

Assessment Methods:

The student is required to work for a period of about 120-180 hours in the field. After initial placements are made students must fulfill the following requirements:

- Log Book
- Self-Reflection Report
- Self-Evaluation Report
- Practicum Supervisor Evaluation and Reference Letter by employer/host at end of practicum

Student placement will be validated by a visit by a university officer.

Required Textbooks / Readings:

Books as related to the subject area in which the student is writing their practicum report.

Recommended Textbooks / Readings:

UNic Library provides full text access to a number of eBooks. Below are some indicative collections from various vendors/publishers:

- EBSCO contains more than 135,000 eBook titles from various publishers.
- E-BRARY contains more than 111,200 eBook titles from various publishers.
- SPRINGER offers access to 18,000 eBook titles published by Springer.
- ELSEVIER offers access to 445 titles in specific areas.
- WILEY provides access to 690 Wiley eBook title