



Field Experience Specifications

Course Title:	Training in Marketing
Course Code:	MKT10805
Program:	Bachelor of Marketing
Department:	Marketing
College:	College of Business Administration
Institution:	Albaha University

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A. Field Experience Identification

1. Credit hours: 03
2. Level/year at which this course is offered: 7th Level / 4th Year
3. Dates and times allocation of field experience activities. <ul style="list-style-type: none"> • Number of weeks: (12) week • Number of days: (36) day • Number of hours: (96) hour • Contact Hours: (9) Hours
4. Pre-requisites to join field experience (if any): Completion of 112 Credit Hours.

B. Learning Outcomes, and Training and Assessment Methods

1. Field Experience Learning Outcomes

CLOs		Aligned PLOs
1	Knowledge and Understanding	
1.1	Recall practical skills and experience learnt during the course	K3
1.2	Identify the broad range of marketing Concepts	K3
2	Skills:	
2.1	Apply marketing concepts to changing marketing situations.	S1
2.2	Develop the initiative and work habits to be successful in career environments.	S2
2.3	Prepare for the many roles a marketer may have in a business firm.	S3
3	Values:	
3.1	Utilize information technology in preparing the training report	V1
3.2	Strive to gain workplace experience to build skills relevant to the marketing industry.	V2
3.3	Promulgate teamwork, time management and exhibit leadership skills	V3

2. Alignment of Learning Outcomes with Training Activities and Assessment Methods

Code	Learning Outcomes	Training Methods/Activities	Assessment Methods
1.0	Knowledge and Understanding		
1.1	Recall practical skills and experience learnt during the course	Supervisor at College and Companies advice to the students about the work systems and procedures.	Training evaluation report
1.2	Identify the broad range of marketing Concepts	Supervisor at College and Companies advice to the students about the work systems and procedures.	Training evaluation report

Code	Learning Outcomes	Training Methods/Activities	Assessment Methods
2.0	Skills		
2.1	Apply marketing concepts to changing marketing situations.	Student is given tasks to perform at training organization	Performance on the task given
2.2	Develop the initiative and work habits to be successful in career environments.	Student is given tasks to perform at training organization	Performance on the task given
2.3	Prepare for the many roles a marketer may have in a business firm.	Student is given tasks to perform at training organization	Performance on the task given
3.0	Values		
3.1	Utilize information technology in preparing the training report	Preparing the reports using different IT tools	Performance on the use of technological resources.
3.2	Strive to gain workplace experience to build skills relevant to the marketing industry.	Train on effective communication Engage student in addressing audiences, Making written presentation & writing report	
3.3	Promulgate teamwork, time management and exhibit leadership skills	Assigning diverse and different tasks	Analysis of Report, Peer and Supervisor Interview

3. Field Experience Learning Outcomes Assessment

a. Students Assessment Timetable

#	Assessment task*	Assessment timing (Week)	Percentage of Total Assessment Score
1	Internal supervisor assessment on course of training	2 nd week	10%
2	Field progress internal review at the middle of training	6 th week	30%
3	Student's training report	11 th Week	20%
4	Field Report on Student	12 th Week	40%

#	Assessment task*	Assessment timing (Week)	Percentage of Total Assessment Score
5	Total		100%

*Assessment task (i.e., Practical test, oral test, presentation, group project, essay, etc.)

b. Assessment Responsibilities

#	Category	Assessment Responsibility
1	Teaching Staff	Assessments number 1; 2; and 3.
2	Field Supervisor	Assessment number 4
3	Others (specify)	None

C. Field Experience Administration

1. Field Experience Locations

a. Field Experience Locations Requirements

Suggested Field Experience Locations	General Requirements*	Special Requirements**
Alraya Super Market	Workplace or office	None
Saudi Telecom Company	Workplace or office	None
Saff Hotel	Workplace or office	None
Saudi Electricity	Workplace or office	None
Panda Supermarket	Workplace or office	None

*Ex: provides information technology ,equipment ,laboratories ,halls ,housing ,learning sources ,clinics etc.

**Ex: Criteria of the training institution or related to the specialization, such as: safety standards, dealing with patients in medical specialties, etc.

b. Decision-making procedures for identifying appropriate locations for field experience

Procedure for identifying locations and the conduct of training process includes:

1. The program assigns internal supervisor from the teaching staffs.
2. The student will search for the relevant organization for field training according to the criteria set by the program & reports to the program administration.
3. The student is given the letter of approval of field training to the organization.
4. The field supervisor reports to the Internal Supervisor the training schedule of the student.
5. The student briefs the conduct of the training to internal supervisor every week.
6. The student writes training report at the end of the training session and submits to the internal supervisor
7. The trainer organization assesses the student and gives suggestive grade to student and sends to the internal supervisor confidentially.
8. The internal supervisor decides the final grade of the student.

2. Supervisory Staff

a. Selection of Supervisory Staff

Selection Items	Field Supervisor	Teaching Staff
Qualifications	Middle level manager	Head of Department
Selection Criteria	Experience in Coaching	Experience in student supervising

b. Qualification and Training of Supervisory Staff

(Including the procedures and activities used to qualify and train the supervisory staff on supervising operations, implementing training activities, the follow-up and evaluation of students, etc.)

Qualifying for supervisory

The supervisory staff needs to be:

- Experienced in supervising students
- Know the local organizations
- Good at follow-up of students and counterchecking

Implementation of training activities

- The organization's relevance to the field of study or specialty
- Organizations experience in developing the student in real work life
- Organizations appropriate training skills and experience

Follow-up

- The internal supervisor (teaching staff) follows up the conduct of training.
- The trainer keeps attendance of the student.
- The supervisory staff takes briefing from the student each week.

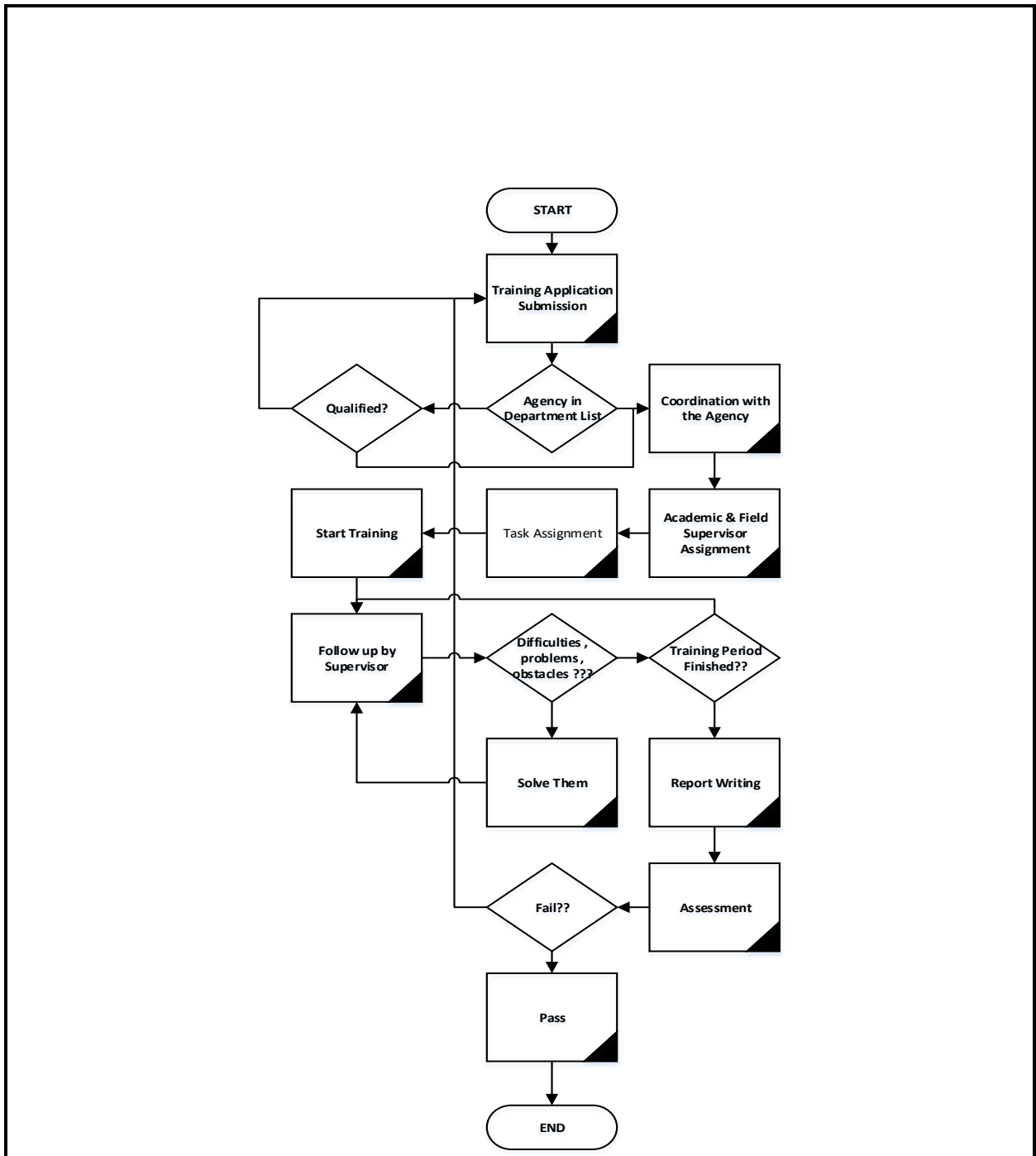
Evaluation of Student

- The supervisory staff keeps record of the student performance
- The trainer suggests the grade of student
- The supervisory staff decides on the final grade of the student.

3. Responsibilities

a. Field Experience Flowchart for Responsibility

including units, departments, and committees responsible for field experience, as evidenced by the relations between them.



b. Distribution of Responsibilities for Field Experience Activities

Activity	Department or College	Teaching Staff	Student	Training Organization	Field Supervisor
Selection of a field experience site			✓		

Activity	Department or College	Teaching Staff	Student	Training Organization	Field Supervisor
Selection of supervisory staff	√				
Provision of the required equipment				√	
Provision of learning resources				√	√
Ensuring the safety of the site	√	√	√	√	√
Commuting to and from the field experience site			√		
Provision of support and guidance		√		√	
Implementation of training activities (duties, reports, projects,		√			√
Follow up on student training activities		√			√
Adjusting attendance and leave				√	√
Assessment of learning outcomes		√			√
Evaluating the quality of field experience		√			
Others (specify)					

4. Field Experience Implementation

a. Supervision and Follow-up Mechanism

The supervision is made both by the Marketing teaching staff (internal supervisor) and external supervisor (trainer).

- The procedural steps and developments or progress is supervised by the internal supervisor. Through briefing meetings, the internal supervisor follows up that the training is going on appropriately.
- The day-to-day conduct of the training on training and the follow-up of student conduct are supervised and implemented by the external supervisor.

b. Student Support and Guidance Activities

Student support and guidance activities are undertaken both by the BA program and the trainer organization.

5. Safety and Risk Management

Potential Risks	Safety Actions	Risk Management Procedures
None	NA	NA

G. Training Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Field training course evaluation	Student	Questionnaire Survey
Training conduct and effectiveness	External supervisor (Field supervisor)	Training review
Achievement of learning outcomes	Internal supervisor	Internal supervisor (Supervisory staff) review
Quality of training learning outcomes	Department Head Program Coordinator	Training review

Evaluation areas (e.g., Effectiveness of Training and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)

Evaluators (Students, Supervisory Staff, Program Leaders, Peer Reviewer, Others (specify))

Assessment Methods (Direct, Indirect)

E. Specification Approval Data

Council / Committee	Marketing Department Council
Reference No.	Ref:DMISEM27092020
Date	27/09/2020