



WBUonline

School of Business

2. UNIVERSITY MISSION STATEMENT

Wayland Baptist University exists to educate students in an academically challenging, learning-focused and distinctively Christian environment for professional success, lifelong learning, and service to God and humankind.

3. COURSE NUMBER & NAME:

BUAD 5360 vc01, Practicum/Internship

4. TERM:

Summer, 2019 (May 28 – August 11)

5. INSTRUCTOR:

Dr. Charles Starnes

6. CONTACT INFORMATION:

Office phone: 806-291-1027

WBU Email: starnesc@wbu.edu

Cell phone: 806-584-5011

7. OFFICE HOURS, BUILDING & LOCATION:

Various, NBB 110, always available by email, phone, or text

8. COURSE MEETING TIME & LOCATION:

Meeting day & time: Various, online

9. CATALOG DESCRIPTION:

Supervised practical application of previously studied theory or supervised work experience in the student's major area in an approved position in business.

10. PREREQUISITE:

None

11. REQUIRED TEXTBOOK AND RESOURCE MATERIAL:

None required

12. OPTIONAL MATERIALS

None required

13. COURSE OUTCOMES AND COMPETENCIES:

This is a real estate marketing internship. Student will develop and apply skills to

- Write effective social media posts and blogs
- Conduct marketing research for real estate market
- Analyze social media metrics
- Monitor social trends
- Improve marketing product copy content through effective editing
- Engage clients through social media outlets
- Communicate effectively with real estate agents
- Develop a marketing research plan for the company

14. ATTENDANCE REQUIREMENTS:

The student will work in the practicum/internship workplace for 8-15 hours per week. This will be verified through the periodic employer/supervisor reports

15. STATEMENT ON PLAGIARISM & ACADEMIC DISHONESTY:

Wayland Baptist University observes a zero tolerance policy regarding academic dishonesty. Per university policy as described in the academic catalog, all cases of academic dishonesty will be reported and second offenses will result in suspension from the university.

16. DISABILITY STATEMENT:

In compliance with the Americans with Disabilities Act of 1990 (ADA), it is the policy of Wayland Baptist University that no otherwise qualified person with a disability be excluded from participation in, be denied the benefits of, or be subject to discrimination under any educational program or activity in the university. The Coordinator of Counseling Services serves as the coordinator of students with a disability and should be contacted concerning accommodation requests at (806) 291-3765. Documentation of a disability must accompany any request for accommodations.

17. COURSE REQUIREMENTS and GRADING CRITERIA:

- Periodic reports:
 - The student will post weekly reports on the discussion board
 - Contact the instructor weekly by telephone, teleconference, or other means.
 - Ensure work supervisor submits mid-term and end of course evaluations
 - Write additional summaries and provide work product to supervising instructor
- Record Keeping: Throughout the duration of the practicum, the student will maintain an up-to-date, weekly work record in accordance with the format provided by the WBU

professor.

- **Final Course Grade:** The WBU professor will grade the course as Credit (CR) or No-Credit (NCR). To receive a CR grade, the student must complete and submit all required course work and assignments as outlined in the course syllabus, and provide the university professor two work evaluation forms completed and signed by the supervisor assigned supervisory responsibility by the business. All work must be completed by the end of the term in accordance with University policy.

17.1 Grade Appeal Statement: “Students shall have protection through orderly procedures against prejudices or capricious academic evaluation. A student who believes that he or she has not been held to realistic academic standards, just evaluation procedures, or appropriate grading, may appeal the final grade given in the course by using the student grade appeal process described in the Academic Catalog. Appeals may not be made for advanced placement examinations or course bypass examinations. Appeals are limited to the final course grade, which may be upheld, raised, or lowered at any stage of the appeal process. Any recommendation to lower a course grade must be submitted through the Vice President of Academic Affairs/Faculty Assembly Grade Appeals Committee for review and approval. The Faculty Assembly Grade Appeals Committee may instruct that the course grade be upheld, raised, or lowered to a more proper evaluation.”

18. TENTATIVE SCHEDULE

Week	Dates	Topics - Milestones
1	May 27 – Jun 1	Weekly summary
2	Jun 2-10	Weekly summary, discussion with faculty
3	Jun 9-15	Weekly summary
4	Jun 16-22	Weekly summary, discussion with faculty
5	Jun 23-29	Weekly summary
6	Jun 30 - Jul 6	Weekly summary, mid-point supervisor report
7	Jul 7-13	Weekly summary, discussion with faculty
8	Jul 14-20	Weekly summary
9	Jul 21-27	Weekly summary, discussion with faculty
10	Jul 28 – Aug 3	Weekly summary
11	Aug 3-11	Weekly summary, final supervisor report, final faculty discussion

19. ADDITIONAL INFORMATION

- a. My goal is for each of you to satisfactorily complete the course. This will take a concentrated effort by each of us. Please contact me early if anything occurs that might jeopardize reaching this goal. We can usually work out a solution.
- b. Learning in graduate school is a collaborative effort. I can learn from you just as I hope you can learn from me. Also, you'll find that your learning is directly related to your own effort. Let's see what we can do together. Remember, "*Nec scire fas est omnia,*" "*Wer viel weiss hat viel zu sorgen!*" and "*Iniquum petas ut æquum feras.*"
- c. 2Kings 22:1-7. King Josiah and paying for the restoration of the Temple. "Give the money to the workmen. . . . But no accounting shall be asked from them for the money which is delivered into their hand, for they deal honestly."
- d. May God bless each of you!