

## **WORK BASED LEARNING (WBL) - COOPERATIVE (CO-OP) PROGRAMS**

The following programs are designed to give the student work experience as part of his/her total learning experience. Each student will study specific Business/Industry skills and responsibilities. The student will then be released to their work placement. The placement will be secured through efforts of the program coordinator, student, and community partners. Students enrolled in the program will receive credit for the related class, and for the work experience. **The student must provide his/her own transportation to and from job situations and be willing to work a minimum of fifteen hours per week.**

**STRATEGIC MARKETING-RELATED 5918M**

**WORK BASE LEARNING (CO-OP) 5260M\* or 5892M\*\***

**Course Code: 5918M (Strategic Marketing Class)**

**Course code: 5260MA (1 Release Block--WBL)\***

**Course code: 5260MB (2 Release Blocks, WBL)\***

**5892M\*\*3<sup>rd</sup> Year Trade & Industry Students ONLY**

- **Recommended Grade Level: 12**
- **RECOMMENDED PREPARATION: Employment and transportation**
- **Credits: 1 credit for 5918M per semester; 1 credit per release block per semester; maximum of 2 semesters; maximum of 6 credits**

Strategic Marketing builds upon the foundations of marketing and applies the functions of marketing at an advanced level. Students will study the basic principles of consumer behavior and examine the application of theories from psychology, social psychology and economics. The relationship between consumer behavior and marketing activities will be reviewed. This program combines related classroom instruction with **paid** on-the-job training, internships or volunteer positions. The course is designed for the student who is interested in earning credit for working a part-time job while finishing their final year of academic classes. Students attend classes in the morning and are given **early release** to their worksite each day. The work placement will be secured through efforts of the program coordinator, student, and community partners. Students enrolled in the program will receive credit for the related class, and for the work experience. In the related class, students will have the opportunity to study: job seeking skills, ethics, safety, career exploration, finance, budgeting, insurance, credit, taxes and labor laws.

