

**WILMINGTON UNIVERSITY**  
**COLLEGE OF BUSINESS**  
**BASIC COURSE INFORMATION**

**COURSE TITLE:**           **Experiential Learning in Marketing**

**COURSE NUMBER:**       **BMK 489**

**PRE-REQUISITE(S):**     **BMK 305 and BMK 400**

**COURSE DESCRIPTION:**

This course provides students with an experiential learning opportunity to engage in project-based learning (approximately 30-hours) within the student's current employment context or through a simulated work experience utilizing scenario-based application assessments that align with the competencies of an entry-level marketing professional. The course provides students with an opportunity to define, analyze and apply marketing theories and models to resolve a complex organizational problem(s) and real-world experiences to strategize marketing related solution and opportunities. This course will also cover phases of career management including preparing for the job market, understanding the job search process, and maximizing effectiveness in career development.

**MAJOR INSTRUCTIONAL GOALS:**

**GOAL A:**

The student will demonstrate the ability to apply the principles and practices within the marketing function to contribute to the success of the business through workplace projects related to the field.

**Learning Objectives:** The student will:

- A-1   Apply marketing strategies to meet the organizational needs and evaluate the effectiveness of those strategies
- A-2   Identify how corporations and businesses use social media and how to apply recent and current trends and innovations in social media
- A-3   Obtain hands on experience with various social media tools such as LinkedIn, YouTube, Facebook, Twitter, etc
- A-4   Explain global issues that influence domestic business practices and is able to develop comprehensive strategies to address issues affecting the marketing function of business on a global basis

