MARKETING MANAGEMENT

REFLECTIONS PAPER

Revised Summer 2013

For your final work term, you are encouraged to think about all that you have learned during your co-op program and to write a reflections paper in which you revisit the highlights of your co-op experience. Create a 10 page double-spaced report identifying and discussing skills you have developed and the knowledge that you have gained. Reflect on each work term: consider including job search preparation, your work experiences, learning objectives and your success in meeting them, feedback and what you learned from each experience. You may want to include a discussion of how co-op enhanced your academic experience, and how it has laid the foundation for your future career.

1. COMPONENTS OF YOUR REPORT

• **Cover page.** Include your name, student ID, your employer, the title of your report and the term that you worked for the employer (e.g. Summer 2011).

• **Introductory Letter.** Your letter should be addressed to your Faculty Advisor. Include in your letter information about where you worked, your position title, your main responsibilities/projects and finally acknowledge your employer for his/her assistance during your term.

• **The report.** Please approach the development of this report like a business report, using subheadings and sections where appropriate. Grammatical and typographical errors detract from the quality of a report. Please ensure they are corrected before submitting your report. Professionalism matters!

• Because of the confidential nature of the material in your reflections paper, you should not seek your supervisor’s signature on the Co-op Work Term Report – Employer Comments Form. It is not required for this work term report submission. Your reflections will include information encompassing all work terms and will be shared only with your Faculty Advisor.

2. SUBMISSION OF YOUR WORK TERM REPORT

Work term reports are due 5 class days into the semester following the work term. Students should submit a [hard copy of the reflections paper](#) (no e-mail documents) in one of two ways:

• **Mail your report** to your Faculty Advisor within the Department of Marketing & Consumer Studies, University of Guelph, 50 Stone Road East, Guelph, ON N1G 2W1. As long as your report is postmarked by the deadline date, it will be considered “on-time”. Please note that it is best to use a mail delivery service that provides a tracking system. Due to the number of
reports received each term, the Department of Marketing & Consumer Studies is not able to confirm receipt of your report. Should your report not arrive, it will be considered late, and marked accordingly upon final submission. Please use the tracking number to verify that the report was delivered to the University.

- **Deliver your report** to the Department of Marketing and Consumer Studies, MINS 205, University of Guelph, Guelph ON N1G 2W1 no later than 4:30 pm on the due date.

- **Reports that are received late** without prior agreement with the Faculty Advisor will be assigned a *maximum grade of satisfactory.*

Faculty Advisors will grade reports during the semester they have been submitted. Reports, along with grading and feedback, are to be picked up from the Department of Marketing & Consumer Studies at the end of the semester in which they were submitted. For example, Summer work term reports submitted 5 class days into the Fall will be available at the end of the Fall semester. Students who are not on campus may contact their Faculty Advisor to request that the report be mailed.