

Marketing Management: Co-op Work Term Report Guidelines

Work Term One: REFLECTIVE REPORT

Your co-op work term should give you practical exposure and experience related to your program of study. The work term allows development in the following areas:

1. General workplace practices
2. Your area of specialization
3. Transferable and soft skills

Each co-op work semester, you will prepare a work term report. This process allows you to provide evidence of the learning outcomes you achieved during the semester.

For your first work term report, you will have an opportunity to reflect on how what you have been learning in school integrates with your "real world" experience. This work term report allows you to "think" about your learning rather than just "doing" your work.

A. DEVELOPING YOUR WORK TERM REFLECTIVE REPORT

This reflective report will be a personal paper based on your learning throughout your academic program. Your report is not a journal of your daily activities during your work term.

As a starting point, consider your experience within the context of the personal learning goals you established for your co-op work term. Below are general outcomes for cooperative education programs that might help prompt your reflective process.

Academic Outcomes	Professional Outcomes	Personal Outcomes
<p>You will reflect upon the following:</p> <ul style="list-style-type: none"> • application of classroom theory to workplace practice during your co-op experience • academic goals achieved throughout your co-op experience • academic motivation 	<p>You will describe:</p> <ul style="list-style-type: none"> • whether your career goals were met or developed through your co-op experience • the workplace culture experienced throughout your co-op work term • the skills and knowledge you attained in the co-op program so far 	<p>You will explain:</p> <ul style="list-style-type: none"> • how your confidence developed throughout the co-op work term • how have your strengths improved, and how you overcame weaknesses • Which interpersonal skills were developed or refined

Organize your report into relevant and meaningful passages using headings. Explore the following sections in your report. Please note that some of these sections may overlap, and it is your choice which to include:

1. **Background information or introduction:** This section is intended for the reader's benefit so that they have some background information on the organization, company, or government department where you spent your co-op work term, allowing the reader to understand the context of your report better.
2. **Reflection of co-op experience:** Reflecting on your work term, what did you like or dislike about this position and its related duties and responsibilities? What did you learn? What do you think your colleagues learned from you? What would you have done differently? Do you have any regrets about decisions you did or did not make? Did this experience challenge you concerning your abilities? What do you consider was the most significant benefit of the co-op program for you? What would you say to prospective co-op students about the position, and how would it benefit them?
3. **Developing as a student:** Have you developed greater clarity about your academic goals throughout your co-op work term? What does that mean to you? How did your co-op experience influence your concept of yourself as a Bachelor of Commerce student? Are there particular courses you have completed that prepared you for this position or classes you will take in the future that will be relevant/useful? What are the differences and similarities of theories learned in the classroom compared to the workplace? Reflecting on your experience gained from the co-op program, what has the practical application of classroom knowledge in work done to your evolution as a student? What elements learned in the classroom will you carry with you into the work world?
4. **Developing as a professional:** How did your co-op experience influence your development as a professional? What did you observe and learn about workplace language, etiquette, issues, work ethic, management styles, and organizational policies and procedures? How did your work ethic and on-the-job performance progress throughout your work term? Do you approach work differently now than when you entered the co-op program? If so, describe the changes.
5. **Personal development.** How did your co-op experience influence your personal growth? Many students identify that self-confidence increased, judgement matured, interpersonal communication skills improved, and they learned to set high standards for themselves. Other areas you could explore are understanding what you want from a career, how you view yourself, and the perceptions others have of you. This report provides an opportunity to reflect on the changes you have experienced as an individual and a professional.
6. **What the future holds:** How did your co-op experience influence your career goals? Does it affect your understanding of what you need in terms of professional and personal life? Based on your co-op experience, what are your plans for your upcoming work term?

B. FORMATTING YOUR WORK TERM REPORT

Your work term report will share six (6) pages of content, double-spaced (not including the cover page, introductory letter, or references). Format your final report to include the following sections:

1. **Cover page:** Include your name, student ID number, employer, the title of your report and the term during which you worked for your employer (e.g., Summer 2024).
2. **Introductory Letter:** Address your letter to your Faculty Advisor (who will grade the report). Please include in your letter information about where you worked, your position title, and your main responsibilities/projects, and finally, acknowledge your employer for their assistance during your term.
3. **Your reflection report:** Despite this being a reflective paper, you should still approach the development of this report like a business report. Use headings, subheadings, and sections where appropriate. Grammatical and typographical errors detract from the quality of a report, so please ensure your document is carefully edited and proofread before submitting your work. Professionalism matters!
4. **References (if required):** Format in-text citations and your reference list according to APA style (<https://guides.lib.uoguelph.ca/APA>).

NOTE: Because of the confidential material in your reflection paper, you should not seek your supervisor's signature on the Co-op Work Term Report – Employer Comments Form. **Your supervisor's signature is not required for this work term one report submission.** Your reflections will only be shared with your Faculty Advisor.

C. SUBMITTING YOUR WORK TERM REPORT

Work term reports are due five class days following the four-month work term. Please email your work term report to your Co-op Faculty Advisor at mkmncoop@uoguelph.ca.

Reports are due by 4:30 pm on the due date. Reports received late without prior arrangement with your Co-op Faculty Advisor will be assigned a maximum grade of satisfactory.

Your Co-op Faculty Advisor will grade your report during the semester it was submitted. For example, if you submit your Winter work term report in the Summer, it will be graded during the summer semester (grading is due by the end of the semester).

Should you have any questions regarding your work term report, please email mkmncoop@uoguelph.ca.