

Marketing Management: Co-op Work Term Report Guidelines

Work Term Two: POWERPOINT PRESENTATION

You will submit the work term two reports as a PowerPoint presentation. Students will create a **three-minute presentation** using about five PowerPoint slides to cover the following topic areas listed below. **Use the speaker's notes in PowerPoint to write your "spoken content."** Photos and other graphics are encouraged, and creativity is welcome.

Summary

Briefly summarize your work term. Where did you work? Highlight your responsibilities. What did you learn? Keep it short and to the point.

Employer Information

Briefly describe the organization for which you worked. Include interesting facts about your employer (people, location, products, etc.)

Position

Present an overview of your job or project. Highlight the most interesting or unique aspects of your job. What skills did you need for the job? Did you learn them in class or on the job?

Learning Goals

What were your learning goals for this work term? Were your learning goals related to your job tasks? What skills did you want to acquire? What technologies (if any) did you want to work with and why?

The co-op experience should enhance your academic experience. Was this the case with your work term? Consider the courses you have taken and are scheduled to take, including those beyond marketing.

Experience – Notable Accomplishments

If you worked on a notable assignment/project, explain that project briefly. What was its purpose, how was it designed, and what was your role? If you worked on several projects, you may wish to discuss these in less detail. If appropriate and your employer permits, include photos, videos, and graphics.

Reflections

What are you taking away from your experience? Consider touching upon skills developed and knowledge gained, decisions made regarding future academic plans (courses, graduate work), and career plans. Will you approach your future academic and work term experiences differently based on your experiences this work term?

Advice for other co-op students

Please remember that every work term is a learning experience. Why would you recommend your work term experience to other co-op students?

Co-op Work Term Report Employer Comments Form

Your employer must review your work term report before submission to your Co-op Faculty Advisor on campus. The **Co-op Work Term Report Employer Comments form** invites employer feedback and allows supervisors to discuss any concerns regarding confidential information included in the Presentation. The form is at: <https://www.recrutguelp.ca/cecs/co-op-students/co-op-forms/co-operative-education-work-term-forms>

Submission of Your Work Term Report and Presentation Event

Work term reports are due by the fifth class day following the work term.

Students should email the following to your Co-op Faculty Advisor at mkmncoop@uoguelph.ca by the due date:

- PowerPoint presentation
- Co-op Work Term Report Employer Comments form

Please use the subject line for your email: Co-op work term report submission <Your name>.

Reports received late without prior agreement with the Faculty Advisor will be assigned a maximum grade of Satisfactory. Your Faculty Advisor will grade your Presentation during the semester it was submitted.

Students with presentations that are graded the highest during each semester will be contacted and invited to present their presentations at an event later in the semester to celebrate their work. While only some people must present their work, everyone will be invited to this event.

Your Co-op Faculty Advisor will provide details of the time and location of the event during the first few weeks of the semester after you return to campus. If you cannot attend, please get in touch with your Co-op Faculty Advisor at least one week before the scheduled date.