

# CHECKLIST FOR A QUALITY COOPERATIVE OR INTERNSHIP MARKETING PROGRAM

*A quality cooperative or internship program should include the following components.*

- \_\_\_ Related classroom instruction which coordinates instruction with work site experience
- \_\_\_ A progressive job that provides opportunities for the student to develop and evaluate a broad set of occupational competencies based on the Marketing Content Standards.
- \_\_\_ An individualized, written training plan that is correlated to the student's in-school curriculum
- \_\_\_ Instructor participation in recruitment and selection of students
- \_\_\_ Regular supervision, counseling, and support of the student trainee by the teacher/coordinator
- \_\_\_ Specific criteria for the selection and use of training sites and training supervisors
- \_\_\_ A written training agreement which defines the responsibilities of the student, employing business, training supervisor, school administrator, parent or guardian, and teacher/coordinator and which is signed by all participating parties
- \_\_\_ Frequent and specific formal and informal evaluation of the student's progress with feedback and follow-up to improve performance
- \_\_\_ Compliance with all wage and labor laws regulating the employment of student – learners
- \_\_\_ Adequate time during the school day and beyond the academic school year as well as ample time and resources for the teacher-coordinator to manage the supervised work activities
- \_\_\_ Establishment and use of an advisory committee that includes, but is not limited to, representatives of the industries associated with the program
- \_\_\_ Parental or guardian involvement
- \_\_\_ Follow-up activities such as placement of graduates in full-time positions, establishment of a formal plan for providing additional instruction, and determination of the status of graduates after one (1) and five (5) years
- \_\_\_ Teachers with appropriate occupational experience related to the industry or industries associated with their programs as well as professional preparation in conducting a school-supervised work-based learning program
- \_\_\_ Fair and full opportunity for students to apply for the program