

The Professional Experience Work-Learning Agreement Plan

Complete by the student and supervisor/mentor the first week.

Semester/year: Fall 2008

Student
Name: Ashley Keller SID #: 0173749
Print Legibly
Email: akellew@towson.edu Phone: 443-675-4511 Major/concentration: Business Legal Studies

Sponsor Organization: Marlene Kurland M.A. Agency Department: Marketing
Supervisor/Mentor name: Marlene Kurland Title: CEO/President
Email: info@marlenekurland.com Phone: 888-818-5995 FAX: _____

Student Title: Marketing Assistant Work Phone: 888-818-5995

Summary of expected project or job duties: updates to website, coordinate make-up artists w/jobs, call potential clients, create Ads for Products.

Note: Attach the detailed job/position description to this Work-Learning Agreement Plan.
Position starting and ending dates: 8/29 to 12/11 Total Work Hours* 120 Compensation: \$10.00/hr.
* Maximum hours for an unpaid position are 104.

Work Schedule	Monday	Tuesday	Wednesday	Thursday	Friday
	OFF	OFF	OFF	11-7pm	OFF

Summary of Learning Plan: (Discuss with your supervisor/mentor. Attach the final learning plan to this form)

Learning Objectives (What I want to Learn)	Tasks & Strategies (How I will Learn)	Evaluation (How my progress will be measured for each objective)
1. How to call potential clients + land a sale. 2. Learn how to use Microsoft Front Page better. 3. Orally communicate my creative ideas more effectively to ppl. 4. Effectively develop graphical, informative ads for co.'s products 5. Learn all the diff. prod./svcs offered by the co. in great detail	1. Learn from coworkers + Boss + research on internet to make a sale. 2. Using front page to teach myself + HELP function + online directories. 3. Practice talking, slow down + articulate a thought in whole. 4. Read articles on creating ads + see what co. has used in the past. 5. Research website, talk to owner about manufacturing of products.	1. Calculate % of sales + supervisor will determine progress. 2. Once I am able to operate front page w/o problems or questions. 3. Once I feel confident when sharing my ideas. 4. When supervisor approves maybe if sales slowly rise. 5. When I no longer need to ask questions about prod. or svcs of company.

Supervisor/Mentor: I have discussed the position duties and learning objectives with the student and will provide the student with an orientation to relevant organizational procedures and functions. I agree to assign work to the student that supports the spirit and purpose of this Work-Learning Agreement. I agree to make myself available for counsel and advice for the duration of the internship. I agree to participate in site visits by the Course Facilitator and to evaluate the student's performance at mid-semester and upon completion of the internship.

Signature Marlene Kurland Date 8/28/08

Student: I agree to complete all academic and work assignments promptly and to the best of my abilities. I agree to familiarize myself with and adhere to relevant organizational arrangements, procedures and functions and uphold appropriate standards of ethical/professional conduct. I understand that failure to adhere to this agreement may result in early termination of this Professional Experience and a "fail" grade for the course.

Signature Ashley Keller Date 8/29/08