

Policy Title: Work Experience Policy – Digital Marketing with Co-op (DMWS)

Approved by: Campus Director

Executive(s) Responsible: Director, Student Services/Registration

Administrator(s) Responsible: Career Services Manager; Career Services Coordinator; Enrolment Services and Registration Officer; and Compliance Officer

*NOTE: This is a general work experience policy. Program-specific work experience policies can be found attached to reach individual program’s program outline and website subsections.

Canadian College of Technology and Business		4119
Name of Institution		Institution Number
Work Experience Policy	22 May 2024	22 May 2025
Name of Policy	Effective Date	Revision Date
Digital Marketing with Co-op		
Name of Program		
Co-operative		480
Type of Work Experience		Duration in Hours

Background & Scope

The Canadian College of Technology and Business (CCTB) work experience programs allow students the opportunity to combine their strong technical and business knowledge, obtained through their academic journey, with practical skills developed through work experience. The work experience component is a scheduled academic activity in which a student is placed with an organization where their level of skills and experience will be valuable to both the placement host and the student.

This Work Experience Policy encompasses the general terms, statements, and processes for Work Placement. Specific, program-based policies are available as appendices to each program outline.

Purpose of the Policy

This policy applies to all students who are enrolled in CCTB programs that offer a work experience component (e.g., practicum or co-op).

The work experience is a required part of **Digital Marketing with Co-op**, in which the student obtains practical skills relevant to the learning objectives of the program.

Policy Statement

1. Work Experience Requirements

The requirements for participation in the work experience are as follows:

- Be in Good Academic Standing, such that the student has satisfactorily passed all academic courses in the program and has met the minimum passing grade for each course, as per the *CCTB Academic Standing, Promotion, and Graduation Policy*;
- Be in Good Financial Standing, such that the student has no outstanding tuition fees as per the *CCTB Late Payment Policy*;
- Submit the Work-Term Agreement to the Career Services Manager one week before the intended start date of Work Experience
 - Missing the deadline to submit the Work-Term Agreement to the Career Services Manager may result in delays in work placement
- Be eligible to work in Canada with the appropriate Canadian residence permit; and
- Submit an up-to-date resume

2. Placement Process

The process by which the student will be placed in a work experience is as follows:

- Eight (8) weeks before Work Experience: An initial orientation session will be conducted by the Career Services Manager to students;
- The Career Services Coordinator (or designate) will set up an initial meeting with the student to conduct career counselling and to collect the student's updated resume;
- The Career Services Manager will send a list of potential employers to students;
- The Career Services Manager will assist in setting up interviews between the student and employers;
- A Work-Term Agreement will be signed by both the student and the supervisor and collected by the Career Services Coordinator (or designate) one week before the intended Work Experience start date;
- Students who do not satisfy the requirements to enter the Work Experience component will be required to postpone the Work Experience start date to the next available cohort of the same program.

The Canadian College of Technology and Business, the student, and the host organization will enter into a written agreement (the Work-Term Agreement) detailing each party's responsibilities and the activities the student will undertake during the work experience. A copy of the Work-Term Agreement will be provided to the student before the start date of the work experience.

3. Evaluation Process

The process by which the student will be evaluated in relation to the work experience component is as follows:

- The student will be provided with at least one written evaluation in relation to the work experience component.
- The Work Experience supervisor/employer will fill out a comprehensive Work Experience Evaluation form upon completion of the work experience hours.
- The *CCTB Academic Standing, Promotion, and Graduation Policy* and *CCTB Student Attendance Policy* apply in evaluating the student's Work Experience performance.
- Students who consistently refuse to comply by the deadlines stipulated to submit work placement documents will be given two formal written warnings. If a student refuses to comply after the final warning, they are considered to have abandoned their work placement, and will need to retake the work placement component of their program with a retake fee.

4. Monitoring Process

The Canadian College of Technology and Business will monitor the student during the work experience by reviewing:

- The Canadian College of Technology and Business will monitor students' performance during the work experience by reviewing attendance as well as the quality of work assignments delivered through the Bi-Weekly Attendance Report.
- Each bi-weekly reporting period consists of evaluating:
 - whether the student is attending the work experience;
 - whether the student is meeting the learning objectives of **Digital Marketing with Co-op**, and
- The Canadian College of Technology and Business will monitor the overall performance of the student through a Pass/Fail designation in the Work Experience Evaluation Report.

5. Student Compliance Requirements

- Students must engage with and respond to communication from the Career Services Department in a timely manner regarding co-op education and employment information.
- Students must notify the Career Services Department on or before the last day of the last academic module if co-op search assistance is required.
- Students are required to apply for and to put in reasonably timely effort to secure a co-op position related to their program. They may choose positions offered by CCTB partner companies or self-procure a position, which must be approved by the Career Services Department prior to acceptance.

- Students are required to attend all interviews to which they are invited and respond to offers of employment within two business days.
- Acceptance of a co-op position is binding. Students cannot accept any subsequent offers of employment after committing to an initial work term position unless there are valid safety concerns. Failure to report to a secured and registered placement with CCTB without a valid reason may result in a failing grade for the co-op work term.
- Students must submit a tailored resume to the Career Services Department within two weeks of their final class module. By doing so, students consent to Career Services releasing the information included in their resumes to partner companies as prospective co-op placement employers.
- Career Services will send students' resumes to potential host employers for consideration.
- Students must make reasonable efforts to apply to provided job positions that are relevant to their program when offered or requested by employers.
- Failure to comply with any conditions above may result in students' failure to successfully complete the work experience course of the program.

Definitions

Co-op: Following the Private Training Act Policy Manual, "cooperative placement" means a type of work experience component that consists of not more than 50% of the total hours of the program, and for which a student is paid.

Practicum: Following the Private Training Act Policy Manual, means a type of work experience component that, consists of not more than 20% of the total hours of the program, and for which a student is not paid.

Related Legislation

- Private Training Act

Related Policies

Policy Name	Policy Number
Academic Standing, Promotion, and Graduation Policy	
Student Attendance Policy	

Document History

Date	Approval/Review/Key Change(s)