



DELAWARE VALLEY COLLEGE

CAPSTONE GUIDELINES

EMPLOYMENT PROGRAM FINAL REQUIREMENTS

AGRIBUSINESS

1. Summarize four (4) articles from four (4) different current magazines, journals, or agriculture extension service reports that pertain to some aspect of your work experience. It is preferred that you select articles involving a problem which you have encountered.
2. Complete the "Student Final Evaluation of the Employment Program" form (attached)
3. Complete a final report using the appropriate following outline as a guide. You will probably have to adapt the outline to the particular operation in which you worked. Please make this report as complete as possible.

The Evaluative Report and the article summaries are due by April 1 for spring graduates and November 15 for December graduates. Failure to meet these deadlines will affect your grade for the Employment Program. You will lose one letter grade (and one quality point) for each week, or part thereof, your reports are late.

Student's Final Appraisal of Employment Program

Name _____
Date _____
Employer _____
Supervisor _____
Work Area (Station) _____

Please reflect on the following:

1. Cooperative Employer

- a) Willingness to cooperate:
- b) Opportunities for student to assume responsibility:
- c) Experience provided (list):
- d) Supervision provided:
- e) Improvements that could be made:

2. Student Self Assessment

- a) My major learning(s) or accomplishments were (list competencies developed or upgraded):
- b) Areas where I experienced problems:
- c) Areas of my college program that prepared me for my work experience:
- d) Optional requirements that might be useful for future students:

3. Other Comments

Outline for Students Employed in Marketing or Sales

DO NOT report specific information confidential to employer.

1. Name of Company
 - a) Owner, Manager
 - b) Location of headquarters, supervising manager
2. What are the overall objectives (goals) of this organization (quota, percent market share, etc) and the specific expectations of your area during your employment?
3. Description of the Marketing Area
 - a) Geographic boundaries
 - b) Warehouse or distribution pattern
 - c) What inventory control system and/or order processing system is utilized?
4. Products or Services
 - a) What kinds of products and services are offered?
 - b) Volume of products sold
 - c) Seasonal or regular pattern of usage
5. Credit Policies
 - a) Who finances inventory?
 - b) What credit terms are normal?
 - c) Are special financing deals offered as a condition of sale?
 - d) What recourse to vendor if purchaser defaults?
 - e) What is the general condition of accounts receivable?
 - f) Review your involvement in collection follow up
6. Product Planning
 - a) New product or new market for established products?
 - b) What consumer research was performed?
 - c) What formulation or packaging options?
 - d) What product knowledge and applications training did you participate in?
7. Product Promotion
 - a) Advertising development, types of media, target audience, timing of advertising in relation to selling
 - b) Market development activities
 - c) Shows or field demonstrations
 - d) Prospective customer identification and qualification
 - e) Discuss the recommended selling procedure and the process from sale through delivery
8. Marketing Related Activities
 - a) Training meetings
 - b) Consumer meetings
 - c) Dealer meetings and promotions
 - d) Collecting testimonials, photography and public relations activities
 - e) Planning set up and operation of shows or field demonstrations
 - f) Complaint follow-up

Students Employed in Marketing or Sales (page 2)

9. Profitability

- a) Discuss the profit and loss aspects of this market area. What is the productive efficiency of personnel (calls, closes, volume, prospect development, margins)? How expenses are budgeted and managed (automobile, meals, lodging, entertainment, etc.)? Are the goals in 2 above being realized?

10. Evaluate this operation in terms of your outline and what you performed or observed. Discuss your significant learning. Note all commendable practices and suggest corrective techniques where appropriate. Please justify all suggestions by reference to industry manuals, trade literature, professional journals, or research reports.