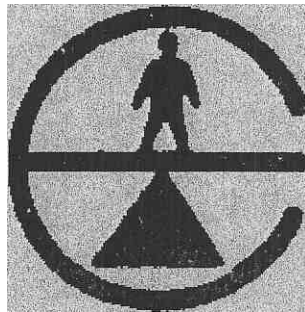


WAYNE COMMUNITY COLLEGE

CO-OP STUDENT WORKBOOK

STUDENT'S NAME: _____ SS# _____ SEMESTER FALL 2004
MAJOR: BUS ADMINISTRATION MARKETING & RETAIL EMPLOYER CHADSWORTH'S, 1-800-COLUMNS GRADE A
SUPERVISOR RAYE FRAZELLE CO-OP INSTRUCTOR ANNE MILLINGTON

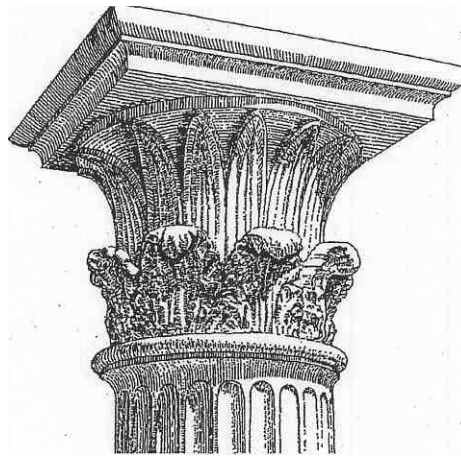


Co-op: COE: 113-01

MLO's Due 08-25-04

Workbook Due: 12-06-04

Cooperative Education



August 19, 2004

AUGUST - DECEMBER 2004

1. Learn how to **develop an advertising budget**, including obtaining information from magazine sales representatives, filtering out the important information, and compiling data received. This also includes **learning to calculate cost per response and understanding its importance in deciding which magazines to continue with the same advertising schedule or to decrease exposure in.** *Math application
2. Learn how to process a sale from an accounting standpoint. Learn what information/documentation is crucial and why, including consequences when all steps are not complete. This process also includes monitoring Gross Profit Margins and investigating when proper margins are not met.
3. **Learn the importance of customer feedback, including the preparation and processing of customer surveys. This also includes gathering surveys that are returned, reviewing comments, composing data, and informing the necessary departments of areas for improvement as well as sharing positive feedback for motivation.** *Communication application and interpersonal relationships

CHADSWORTH'S 1.800.COLUMNNS

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