

**MENTORING AS A TOOL IN CO-OP PLACEMENT AND INTERNSHIPS FOR
MARKETING AND COMMERCE STUDENTS**

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ABSTRACT

RATIONALE

Demands to incorporate topics related to ethics and corporate social responsibility (CSR) into the curriculum for marketing and commerce students are growing. However, questions about whether ethics can be taught are as old as philosophy itself (Velasquez et al., 1987). In this session, we propose that a whole person learning approach delivered through mentoring can be a more powerful learning tool than traditional lecture based techniques.

Like most educational approaches, whole person learning through mentorship achieves learning outcomes by drawing upon theoretical principles and experiential practice. In terms of principles, the

conceptual foundations of motivation and trust guide mentorship education. Likewise, mentorship education practice validates the experiential learning literature stream by demonstrating the merits of cultivating commercial skills and community service.

Therefore, mentorship is emerging as educational approach that fuses student-oriented concepts for improving academic aptitude with a situation-oriented context for improving application aptitude.

Discussion will include the effect of mentoring on undergraduate and graduate students, as well as the benefit of including corporate and not for profit partners in mentoring curriculum planning. The discussion will also include a brief overview of how mentoring can be used to supply money for administration costs for post secondary education.