I. Catalog Description and Credit Hours of Course:

Intensive study of special problems related to marketing practice. (1-3 credit hours)

II. Prerequisite(s): Consent of the department faculty/chair

III. Purposes or Objectives of the Course:

A. To provide students the opportunity to conduct research in an academic setting
B. To provide students the opportunity to engage in a mentoring relationship with departmental faculty

IV. Student Learning Outcomes:

Upon completion of this course the students will be able to:

A. demonstrate an ability to work well with others.
B. communicate effectively in written form in artifacts related to her or his particular project.
C. communicate effectively in oral form while reporting about her or his particular project.

V. Expectations of Students:

A. Work actively and responsibly to complete the requirements of the research study
B. Work with Department of Management faculty to publish and/or present the project

VI. Course Content or Outline:

An outline of the project will be developed, submitted, and approved by the Department of Management faculty member sponsoring the research and the departmental chairperson. The study should be completed during the academic semester (if possible) and “defended” by the student at that time.

VII. Textbook(s) and/or Other Required Materials or Equipment:

N/A

VIII. Basis for Student Evaluation:

The student’s grade will be determined by the faculty member monitoring the project and by the department chairperson.