

# Standard Course Outline

## MKTG 495 Selected Topics in Marketing

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### I. General Information

- ♦ Course number: MKTG 495
- ♦ Title: Selected Topics in Marketing
- ♦ Units: 3
- ♦ Prerequisites: Consent of department chair.
- ♦ Course Coordinator: Department Chair
- ♦ Date prepared/revised: March 10, 2017

### II. Catalog Description

Current topics of interest in Marketing. Letter grade only (A-F). May be repeated to a maximum of 6 units with different topics in different semesters.

### III. Curriculum Justification(s)

The main purpose is to offer a course on a topic or issues of interest on a trial basis. It can only be offered once before a formal course number and title is given through the regular catalog revise process. There may be different topics that can be offered under different section numbers during the same semester. The course on a particular selected topic is offered after the approval by the Department Chair.

### IV. Course Objectives, Student Learning Outcomes, Evaluation Instruments, and Instructional Strategies for Skill Development

### V. Outline of Subject Matter

### VI. Methods of Instruction

#### A. INSTRUCTION MODE.

May refer to University policies [Academic Technology and the Mode of Instruction \(PS 03-11\)](#) and [Course Syllabi and Standard Course Outlines \(PS 11-07\)](#), for descriptions of modes of instruction and for guidelines for non-traditional modes of instruction.<sup>1</sup>

- Traditional       Hybrid       Local Online       Distance Education

#### B. CLASSROOM ACTIVITIES.

- i. Examinations preferably use short answer questions, essays, and must require some form of application, critical thinking, and / or integrations of concepts. Multiple-choice questions should be less than 50% of the total exam points. If multiple-choice questions are used, they should predominantly focus on concept and technique application, not simple recall or recognition.

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<sup>1</sup> The university policies listed are active as of 2016-2017 but may be subject to change in the future. For the most up-to-date policies, refer to the Academic Senate website's [Policy Statements](#).

## **C. EXTENT AND NATURE OF TECHNOLOGY USE.**

VII. Information about Textbooks/Readings

VIII. Instructional Policies Requirements

IX. Course Assessment and Grading (Optional but highly recommended for core courses)

X. Disabilities

Students with disabilities are responsible for notifying their instructor as early as possible of their needs for an accommodation of a verified disability. A student with a disability is urged to consult with Disabled Student Services as soon as possible in order to identify possible accommodations to enhance academic success.

XI. Assistive Technology

XII. Bibliography (Optional)

XIII. Consistency of SCO Standards across Sections

Not applicable as this course is offered as a single section

XIV. Additional Resources for Development of Syllabi

- ♦ University policy [Course Syllabi and Standard Course Outlines \(PS 11-07\)](#)
- ♦ Academic Technology (ATS) [Accessible Syllabus Template](#)
- ♦ Faculty Center for Professional Development (FCPD) [Sample Syllabus Template](#)