Standard Course Outline

MKTG 497 Directed Studies in Marketing

I. General Information
   - Course number: MKTG 497
   - Title: Directed Studies in Marketing
   - Units: 1-3
   - Prerequisites: Consent of department chair.
   - Course Coordinator: Department Chair
   - Date prepared/revised: March 10, 2017

II. Catalog Description

   Advanced individual projects, study, and research in Marketing. Letter grade only (A-F).

III. Curriculum Justification(s)

   The main purpose is to offer an individualized directed study course on a topic or issues of interest to
   the student under the supervision of a faculty member. There may be different directed studies
   that can be offered under different section numbers during the same semester. A particular
   directed study is proposed to the department chair for approval. The course is offered after the
   approval by the Dean or Dean’s Designee of CBA.

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.¹

      ☐ 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

¹ 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.
multiple-choice questions are used, they should predominantly focus on concept and technique application, not simple recall or recognition.

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