

Standard Course Outline

MKTG 497 Directed Studies in Marketing

I. General Information

- ♦ Course number: MKTG 497
- ♦ Title: Directed Studies in Marketing
- ♦ Units: 1-3 credits
- ♦ Prerequisites: Consent of Department Chair
- ♦ Course Coordinator: Department Chair
- ♦ Date prepared/revised: 04/2020

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. The Directed Study Course Plan, prepared according to the attached template, should be submitted to the department chair. This course plan will constitute the syllabus for the course. The course is offered after approval by the Dean or Dean's Designee of COB.

IV. Disabilities:

The [Bob Murphy Access Center](#) (BMAC) provides certification for students with disabilities and helps arrange relevant accommodations. Any student requesting academic accommodations based on a disability is strongly encouraged to register with Disabled Student Services (BMAC) each semester. A letter of verification for approved accommodations can be obtained from BMAC. Please be sure to provide your instructor with BMAC verification of accommodations as early in the semester as possible. The phone number for BMAC is (562) 985 5401. The email address is: bmac@csulb.edu.

V. Assistive Technology

In compliance with [Accessibility and Faculty Responsibility for the Selection of Instructional Materials \(PS 08-11\)](#), instructors are responsible for ensuring that their syllabi and instructional materials are accessible to all students.

VI. Consistency of SCO Standards across Sections

All future syllabi will conform to the SCO. The course coordinator should review the SCO and offer advice and/or materials to faculty member new to teaching the course. The course

coordinator may offer or require regular review of instructors' course materials as well as anonymous samples of student work.

VII. Additional Resources for Development of Syllabi

- [Academic Senate Policy 11-07: Course Syllabi and Standard Course Outlines](#)
- College of Business [Accessible Syllabus Template](#)
- Faculty Center [Course and Syllabus Design](#)