

Standard Course Outline

MKTG 695 Selected Topics in Marketing

I. General Information

- ♦ Course number: MKTG 695
- ♦ Title: Selected Topics in Marketing
- ♦ Units: 3 credits
- ♦ Prerequisites: Consent of Department Chair
- ♦ Course Coordinator: Department Chair
- ♦ Date prepared/revised: September 2019/October 2020

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

- Traditional
- Hybrid
- Local Online
- Distance Education

B. Classroom Activities

C. Extent and Nature of Technology Use:

VII. Information about Textbooks/Readings

VIII. Instructional Policies Requirements

IX. 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.

X. 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.

XI. 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.

XII. 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](#)