

Standard Course Outline

MKTG 697 Directed Studies in Marketing

I. General Information

- ♦ Course number: MKTG 697
- ♦ Title: Directed Studies in Marketing
- ♦ Units: 1-3
- ♦ Prerequisites: Consent of department chair.
- ♦ Course Coordinator: Department Chair
- ♦ Date prepared/revised: March 2, 2018

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 Director of Graduate Programs.

IV. Disabilities

Students with a disability or medical restriction who are requesting a classroom accommodation should contact the Disabled Student Services at 562-985-5401 or visit Brotman Hall, Suite 270 during 8AM-5PM weekday hours. Disabled Student Services will work with the student to identify a reasonable accommodation in partnership with appropriate academic offices and medical providers. We encourage students to reach out to DSS as soon as possible.

V. Assistive Technology

In compliance with university policy on “Accessibility and Faculty Responsibility for the Selection of Instructional Materials,” instructors are responsible for ensuring that their syllabi and instructional materials are accessible to all students.

VI. Consistency of SCO Standards across Sections

Not applicable.

VII. Additional Resources for Development of Syllabi. Found [here](#).



GRADUATE DIRECTED STUDY COURSE PLAN

Procedure for Approval of Plan

1. The student must find a faculty member who is willing to supervise and work with the student. The student must complete the first page of this Plan and then submit this to the instructor and discuss the proposed study. If the Directed Study will substitute for a course in the major, the student should provide justification as a separate attachment.
2. Based on consultation between instructor and student, the instructor must complete the second page of this Plan, which will constitute the syllabus for the course.
3. If the faculty member approves, this Plan must be forwarded to the department chair for approval, with consideration given to this Plan's content and budget considerations (if appropriate).
4. The department chair must then submit this Plan to the Director of CBA Graduate Programs for approval.
5. Once this Plan is approved by all parties, this should be returned to the Department Office. Upon return of this Plan, the student will be given a permit to enroll in the course.

To Be Completed By Student

Student Name (Last, First, Middle Initial)

Campus ID

Course Information

Department	Course Subject & Number	Number of Units	Instructor	Semester/Session & Year

Indicate if requesting that course be either of the following:

A substitute for an undergraduate / graduate course (indicate which course):	
An elective within the major	<input type="checkbox"/>

Instructor, Department Chair, and College Approvals

_____	_____	_____
Faculty Advisor Printed Name	Faculty Advisor Signature	Date

_____	_____	_____
Department Chair Printed Name	Department Chair Signature	Date

_____	_____	_____
Graduate Programs Director Printed Name	Graduate Programs Director Signature	Date



Course & Instructor:
Semester Being Offered:

CSULB College of Business Administration
Directed Study Course Plan (2017)

To Be Completed By Instructor

This constitutes the syllabus for this directed study course.

Provide a description of proposed study, including outline of subject matter, study objectives, student learning outcomes, evaluation instruments, and instructional strategies for skills development, as applicable.

Provide final deliverables (work to be accomplished, including final report or project to be submitted, and basis for grading). Provide specific time table for each deliverable.