

University of Arkansas – Fort Smith
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General Syllabus

MKTG 4476V Independent Study in Marketing

Credit Hours: 1-3 Variable Lecture Hours: 1-3 Variable Laboratory Hours: 0

Prerequisite: Admission to the College of Business, MKTG 34303 Principles of Marketing Management, and consent of instructor and department head.

Prerequisite or corequisite: May vary depending on topic.

Effective Catalog: 2018-2019

I. Course Information

A. Catalog Description

Individual problems or topics in marketing arranged in consultation with instructor.
May be repeated for a total of six hours.

II. Student Learning Outcomes

A. Subject Matter

Will depend on the particular topic(s) covered in a given semester.

B. University Learning Outcomes

This course enhances student abilities in the following areas:

Analytical Skills

Critical Thinking Skills - Students will analyze business issues and integrate functional business knowledge.

Communication Skills (written and oral)

Students will be required to prepare a written report in most cases. In addition, presentation of course material will be required.

Other competencies may be addressed as appropriate depending on the course content.

III. Major Course Topics

As required by course content