

NEW COURSE PROPOSAL

PROGRAM: BUSINESS

1. Catalog Description of the Course. *[Include the course prefix, number, full title, and units. Provide a course narrative including prerequisites and corequisites. If any of the following apply, include in the description: Repeatability (May be repeated to a maximum of ___ units); time distribution (Lecture ___ hours, laboratory ___ hours); non-traditional grading system (Graded CR/NC, ABC/NC). Follow accepted catalog format.]*

MKT 497. DIRECTED STUDY (1-3)

Variable hours per week.

Prerequisite: Consent of instructor.

Individual contracted study on topics or research selected by the student and faculty mentor. Repeatable for up to nine units. Credit/No Credit.

2. Mode of Instruction.

	Units	Hours per Unit	Benchmark Enrollment
Lecture			
Seminar			
Laboratory			
Activity	<u>1-3</u>	<u>2</u>	<u>10</u>

3. Justification and Learning Objectives for the Course. (Indicate whether required or elective, and whether it meets University Writing, and/or Language requirements) *[Use as much space as necessary]*
 Elective within the Business/Economics Major

The Directed Study course fosters the student's initiative, organizational ability, and motivation to learn, as well as providing an opportunity for in-depth study of current topics in marketing. Directed study or research on a topic of the student's choosing is conducted under the mentorship of a faculty advisor. Objectives and expectations are formalized via a written contract between the student and faculty advisor.

Students who successfully complete the Directed Study course shall have:

- Met the terms of the mutually agreed-upon contract.
- Demonstrated an ability to identify, analyze and report on specified problems in marketing.

4. Is this a General Education Course **NO**

5. Course Content in Outline Form. *[Be as brief as possible, but use as much space as necessary]*

Content will vary by student.

6. References. *[Provide 3 - 5 references on which this course is based and/or support it.]*

Appropriate reference and research materials shall be identified by the student and faculty mentor.

7. List Faculty Qualified to Teach This Course.

Marketing Faculty

8. Frequency.

a. Projected semesters to be offered: Fall ___x___ Spring ___x___ Summer ___x___

9. New Resources Required.

None.

10. Consultation.

Attach consultation sheet from all program areas, Library, and others (if necessary)

11. If this new course will alter any degree, credential, certificate, or minor in your program, attach a program modification.

Proposer of Course

Date