

Mktg 620: Advanced Directed Study

MARKETING

Students work with one or more faculty members to develop in-depth knowledge of the critical theories, research methods, and associated literature pertaining to a specific topical area. Drawing on this knowledge, the student will subsequently utilize the advice, coaching, and supervision of the mentoring faculty instructor(s) to conduct original research projects. A primary course goal is the creation of a manuscript(s) to be submitted for presentation at a scholarly conference and/or publication in a refereed journal.

3 Credits

Instruction Type(s)

- Indep Study: Individual Based Study for Mktg 620

Subject Areas

- [Marketing/Marketing Management, General](#)

Related Areas

- [International Marketing](#)
- [Marketing Research](#)

