

BAIS 620: Advanced Directed Study Marketing, Analytics & Prof Sales

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 preparation at a scholarly conference and/or publication in a refereed journal.

3 Credits

Instruction Type(s)

• Indep Study: Individual Based Study for BAIS 620

Subject Areas

- <u>Computer and Information Sciences, General</u>
- Business/Commerce, General

The University of Mississippi is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award certificates and baccalaureate, master's, specialist, and doctoral degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097, call 404-679-4500, or visit online at www.sacscoc.org for questions about the accreditation.

