**FLORIDA ATLANTIC UNIVERSITY**

Undergraduate Programs—**NEW COURSE PROPOSAL**

**DEPARTMENT:** Marketing  
**COLLEGE:** Business

**RECOMMENDED COURSE IDENTIFICATION:**  
**PREFIX:** MAR  
**COURSE NUMBER:** 4915  
**LAB CODE (L or C):** C

*(TO OBTAIN A COURSE NUMBER, CONTACT mjenning@fau.edu)*

**COMPLETE COURSE TITLE:** Directed Independent Research in Marketing

**EFFECTIVE DATE**  
(first term course will be offered)  
**SUMMER, 2016**

**CREDITS:** 3

**TEXTBOOK INFORMATION:**

**GRADING (SELECT ONLY ONE GRADING OPTION):**  
**REGULAR** X  
**PASS/FAIL**  
**SATISFACTORY/UNSATISFACTORY**

**COURSE DESCRIPTION,** no more than three lines:  
**AN IN-DEPTH APPLICATION, ANALYSIS, AND COMMUNICATION OF PROFESSIONAL AND RESEARCH METHODOLOGY TO A MARKETING RESEARCH PROBLEM OR PROJECT CHOSEN BETWEEN STUDENT AND MARKETING FACULTY MEMBER WITH APPROVAL OF THE MARKETING CHAIR.

**PREREQUISITES WITH MINIMUM GRADE:**  
**MAR 3023 WITH GRADE OF C**  
**QMB 3600 WITH GRADE OF C**

**COREQUISITES:**

**REGISTRATION CONTROLS (MAJOR, COLLEGE, LEVEL):**

**COLLEGE OF BUSINESS, JUNIOR OR SENIOR IN GOOD STANDING (MINIMUM OF 60 CREDIT HOURS)**

**PERMISSION OF INSTRUCTOR AND MARKETING CHAIR**

"DEFAULT MINIMUM PASSING GRADE IS D. PREREQUISITES, COREQUISITES AND REGISTRATION CONTROLS WILL BE ENFORCED FOR ALL COURSE SECTIONS."

**MINIMUM QUALIFICATIONS NEEDED TO TEACH THIS COURSE:**  
**MASTER'S DEGREE IN BUSINESS OR RELATED DISCIPLINE WITH 18 GRADUATE HOURS IN THE DISCIPLINE**

**WAC/GORDON RULE COURSE:**

**YES** X **NO**

WAC/Gordon Rule criteria must be indicated in syllabus. Guidelines: [www.fau.edu/WAC](http://www.fau.edu/WAC)

**GENERAL EDUCATION REQUIREMENT (MARK X IN FRONT OF SELECTION):**

- [X] Written Communication  
- [ ] Mathematics/Quant. Reas.  
- [ ] Global Citizenship  
- [ ] Science/Natural World  
- [ ] Creative Expression

**Faculty contact, email and complete phone number:**

Dr. Allen Smith  
[alesmith@fau.edu](mailto:alesmith@fau.edu)  
1 (561) 297-2386

**Please consult and list departments that might be affected by the new course and attach comments.**  
Information Technology and Operations Management (ITOM), College of Business  
Approval from Dr. Tamara Dinev, Chair, ITOM DEPARTMENT

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**Approved by:**  
Department Chair: [James Gray](mailto:James.Gray@fau.edu)  
College Curriculum Chair: E. [Michaela](mailto:Elizabeth.Michaela@fau.edu)  
College Dean: [Dave](mailto:Dave.Dave@fau.edu)  
UUPC Chair: [Diana](mailto:Diana.Diana@fau.edu)  
Undergraduate Studies Dean: [Ed](mailto:Ed.Ed@fau.edu)  
Provost: [Provost](mailto:Provost.Provost@fau.edu)

**Date:**  
11-3-15

**UUPC APPROVAL:**  
11/3/15

**UFS APPROVAL:**

**SCNS SUBMITTAL**

**CONFIRMED:**

**BANNER POSTED:**

**CATALOG:**

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1. Syllabuses must be attached; syllabus checklist recommended, see guidelines and checklist:  
[www.fau.edu/academic-registrar/UUPCinfo](http://www.fau.edu/academic-registrar/UUPCinfo)

2. Review Provost Memorandum:  
Definition of a Credit Hour  

3. WAC approval (attach if necessary)

4. Gen. Ed. approval (attach if necessary)

5. Consent of affected departments (attach if necessary)

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**FAUnewcurscUO—Revised September 2013**