

FLORIDA ATLANTIC UNIVERSITY™

UUPC APPROVAL 11/6/15
 UFS APPROVAL _____
 SCNS SUBMITTAL _____
 CONFIRMED _____
 BANNER POSTED _____
 CATALOG _____

Undergraduate Programs—NEW COURSE PROPOSAL ¹

DEPARTMENT: **MARKETING** COLLEGE: **BUSINESS**

RECOMMENDED COURSE IDENTIFICATION:
 PREFIX MAR COURSE NUMBER 4915 LAB CODE (L or C) C
 (TO OBTAIN A COURSE NUMBER, CONTACT M.JENNING@FAU.EDU)
 COMPLETE COURSE TITLE: **DIRECTED INDEPENDENT RESEARCH IN MARKETING**

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

CREDITS ²:
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 W/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 ³
 YES _____ NO X
 WAC/Gordon Rule criteria must be indicated in syllabus. Guidelines: www.fau.edu/WAC

GENERAL EDUCATION REQUIREMENT (MARK X IN FRONT OF SELECTION) ⁴
 ___ Written Communication ___ Society/Human Behavior
 ___ Mathematics/Quant. Reas. ___ Global Citizenship
 ___ Science/Natural World ___ Creative Expression
 Must attach the appropriate General Education Course Approval Request: www.fau.edu/deanugstudies/GeneralEdCourseApprovalRequests.php

Faculty contact, email and complete phone number:
 Dr. Allen Smith aesmith@fau.edu
 1 (561) 297-2386

Please consult and list departments that might be affected by the new course and attach comments. ⁵
 Information Technology and Operations Management (ITOM), College of Business
 Approval from Dr. Tamara Dinev, Chair, ITOM DEPARTMENT

Approved by: Allen S. Smith (for James Gray)
 Department Chair: James Gray
 College Curriculum Chair: Elizabeth Jennings
 College Dean: Paul Brown
 UUPC Chair: J. S. King
 Undergraduate Studies Dean: Elizabeth Bratt
 UFS President: _____
 Provost: _____

Date:
11-3-15
11/3/15
11-3-15
11/6/15
11/12/15

1. Syllabus must be attached; syllabus checklist recommended; see guidelines and checklist: www.fau.edu/academic/registrar/UUPCinfo
2. Review Provost Memorandum: **Definition of a Credit Hour** www.fau.edu/provost/files/Definition_Credit_Hour_Memo_2012.pdf
3. WAC approval (attach if necessary)
4. Gen. Ed. approval (attach if necessary)
5. Consent of affected departments (attach if necessary)