Master Course Syllabus Outline

Department: Management, Marketing and Administrative Systems
Course Prefix/Number: MKTG 490
Course Title: Special Topics in Marketing
Master Syllabus Approved by Department on: 12/1/08

I. Catalog Description: An examination of current topics in marketing. Readings required from current publications and other related periodicals. May be repeated for credit when topic varies.

II. Prerequisites: 9 hours of Marketing.

III. Expanded Course Description: This course is designed to allow students access to special topics related to the appropriate field of study. Topics will vary dependent upon the unique needs of the student and/or professor.

IV. Intended Student Outcomes:
   - Explore a selected topic in depth in the area of Marketing.
   - Demonstrate knowledge in the selected topic through appropriate application of content covered.

   At the conclusion of the course the student will:
   - Develop a greater appreciation for the field of study through guided practice.

V. Unless otherwise stipulated in this master syllabus by the department, the following items are subject to faculty discretion as described in each faculty member’s individual course outline/syllabus:
   a) Course Requirements
   b) Required Text(s)
   c) Bibliography

VI. Academic Honesty: Cheating, plagiarism (submitting another person’s materials or ideas as one’s own), or doing work for another person who will receive academic credit are all-impermissible. This includes the use of unauthorized books, notebooks, or other sources in order to secure of give help during an examination, the unauthorized copying of examinations, assignments, reports, or term papers, or the presentation of unacknowledged
material as if it were the student’s own work. Disciplinary action may be taken beyond the academic discipline administered by the faculty member who teaches the course in which the cheating took place.

VII. Students With Disabilities Policy: It is the policy of Tarleton State University to comply with the Americans with Disabilities Act (ADA) and other federal, state, and local laws relative to the provision of disability services. Students with disabilities attending Tarleton State University may contact the Office of Disability Services at (254) 968-9478 to request appropriate accommodation. Furthermore, formal accommodation requests cannot be made until the student has been officially admitted to Tarleton State University.

Department Head Signature/Date:

______________________________  __________/________/______

Signature       Date