

MKTG 4192 : Directed Reading/Independent in Marketing

Student research on a selected problem in the field pursued under the guidance of an assigned member of the faculty. Prerequisites: 50+ credit hours; appropriate business coursework (to be determined in consultation with department chair or faculty supervisor); prior written approval of chair and instructor; minimum GPA of 3.0.

Credits 1

Course ID

001843

Requisites

[MGMT 4192](#) Prerequisites: 50+ Credit Hours