Department of Marketing

Jack Brown Hall, Room 458
(909) 537-5749 Department of Marketing website **(**http://marketing.csusb.edu**)**

The university offers a concentration in Marketing and Sports and Entertainment Marketing within the Bachelor of Arts in Administration (https://catalog.csusb.edu/colleges-schools-departments/business-public-administration/#degreestext) and a concentration in Marketing within the Master of Business Administration (https://catalog.csusb.edu/colleges-schools-departments/business-public-administration/#graduatedegreestext). Marketing courses are offered in support of these programs. Further information is available from the Department of Marketing.

The department offers the following programs in addition to Marketing and Sports and Entertainment marketing:

International Business and Hospitality Management.

In today's business world, growing numbers of U.S. companies both large and small are getting involved in international marketing. Because of this increased involvement in international business, marketing students are encouraged to participate in the California State University's International Program (https://catalog.csusb.edu/csu-system/#internationalprogramstext).

Current Faculty

Haakon Brown, Professor
B.S. 1995, Columbia University
M.B.A. 2001, Massachusetts Institute of Technology
Ph.D. 2009, Northwestern University

Melilka Kordrostami, Associate Professor
B.S. 2006, MBA 2009, Sharif University of Technology
Ph.D. 2017, Iowa State University

Eric J. Newman, Professor
B.S. 1991, MBA 1992, University of Montana
Ph.D. 2001, Washington State University

Jason Ryan, Professor
B.A. 1995, Swarthmore College
M.B.A. 2000, Washington University
A.M. 2002, Washington University
Ph.D. 2007, University College Dublin

Victoria A. Seitz, Professor, Chair, Interim Chair
B.S. 1978, Kansas State University
M.S. 1984, Ph.D. 1987, Oklahoma State University

Emeriti

Mike Boorom, Professor

Frederick Hebein, Professor of Marketing

Jotindar S. Johar, Professor

Norton E. Marks, Professor

Nabil Y. Razzouk, Professor

Arthur Saltzman, Professor

Minors

Hospitality Management (https://catalog.csusb.edu/colleges-schools-departments/business-public-administration/marketing/hospitality-management-minor/)

International Business (https://catalog.csusb.edu/colleges-schools-departments/business-public-administration/international-business-minor/)

Marketing (https://catalog.csusb.edu/colleges-schools-departments/business-public-administration/marketing/marketing-minor/)

Sports and Entertainment Marketing (https://catalog.csusb.edu/colleges-schools-departments/business-public-administration/marketing/sports-entertainment-marketing-minor/)

Certificates

Hospitality Management (https://catalog.csusb.edu/colleges-schools-departments/business-public-administration/hospitality-management-certificate/) (Offered through the College of Extended and Global Education (https://cel.csusb.edu))

Courses

MKTG 1600. Restaurant Management. Units: 3

The principles of restaurant management and foodservice operations with particular attention to safety, sanitation, hygiene and cleanliness standards. Topics include menu planning, concept development, food production methods, procurement, budgeting and cost control analysis. The Food Protection Manager certification exam will be taught and assessed in this course. Course equivalent to MKTG 1600; credit may not be awarded for both.

MKTG 2500. Hospitality and Tourism Management. Units: 3

This course includes the management of hotels, clubs, casinos, and resort properties in the areas of operations, customer service delivery, technology, property maintenance, and quality assurance. Front desk, rooms division, human resources, concierge, banquet, facilities, sales and marketing, and other departments will be reviewed. Tourism topics include destination marketing, itinerary planning, global travel, and intercultural communications that are the prerequisites for the annual study abroad to Italy during spring break. Course equivalent to MKTG 2500; credit may not be awarded for both.

MKTG 3050. Marketing Principles. Units: 3

Quarter Prerequisite: Junior standing
The goal of this course is to build a basic framework to enable students to evaluate, describe, and design marketing activities with practical insights into the real world. An introduction to the controllable elements of the marketing mix that include product, pricing, promotion and place (distribution) as well as the uncontrollable elements that include consumer and industrial buying behavior, economic, technological and regulatory trends. Students will be introduced to the language of marketing such as SWOT, segmentation, targeting, and positioning. Formerly offered as MKTG 305.

MKTG 3160. Research Methods. Units: 3

Research as an activity of information gathering, analysis and interpretation for input into organizational decision making. Students will gain the skill-set to define the proper research problem, develop an appropriate research design, effectively sample the right population, and collect and analyze the data (secondary and/or primary) required to enable managers to make better decisions. Different methods of data collection (e.g. survey, observation, experiments, qualitative methods), tools utilized for data collection and analysis, and the type of data created will be covered.

MKTG 3300. Immersive Storytelling, Product Design, and Integrated Marketing Communication. Units: 3

This course explores how to use immersive storytelling theories and technologies, such as virtual reality, augmented reality, and mixed reality, to design and implement engaging and memorable product and/or service experiences that connect with customers on a deeper level. Students will also learn how to integrate immersive storytelling campaigns into their overall marketing strategy, as well as the fundamental principles of marketing: including market segmentation, targeting, positioning, and the marketing mix. Course equivalent to CAL 3030; credit may not be awarded for both.

MKTG 4100. Consumer Behavior. Units: 3

Semester Prerequisite: MKTG 3050 and MKTG 3160

An examination of factors that affect consumers during the pre-purchase, purchase, and post-purchase decision-making process. An analysis of the individual and aggregate market behavior of customers and the use of theoretical and empirical customer information in developing marketing policy and strategy through project-based learning. Factors that affect consumers' perceptions, attitudes and decision making will be introduced and discussed. Formerly offered as MKTG 410.

MKTG 4160. Marketing Research. Units: 3

Semester Prerequisite: MKTG 3050 and MKTG 3160. Quarter Prerequisite: MKTG 305

In this course, students will learn how to develop a marketing research plan, collect the data (secondary and/or primary), analyze and interpret the data, and present the results, in order to enable managers to make better decisions. Fundamental statistical analysis techniques commonly used in marketing research, such as frequency analysis, hypothesis testing, analysis of variance, correlation, and regression will be taught. The course will also feature many examples of contemporary marketing research applications. Formerly offered as MKTG 416. Materials fee required.

MKTG 4200. Marketing Communications. Units: 3

Semester Prerequisite: MKTG 3050 and MKTG 3160. Quarter Prerequisite: MKTG 305 and the upper-division writing requirement

An integrated approach to planning and creating the firm's total marketing communications program, primarily advertising, sales promotion, public relations and social media. Surveys the entire field of promotion in its social and management context and develops the creative approach, strategy, and tactics necessary to realize the objectives of the marketing program. Emphasizes application of concepts through project-based learning incorporating quantitative and qualitative research techniques, industry analysis, and graphic design, in developing and evaluating communication plans. Formerly offered as MKTG 420.

MKTG 4300. Professional Selling and Sales Management. Units: 3

Semester Prerequisite: MKTG 3050. Quarter Prerequisite: MKTG 305 and the upper division writing requirement

Students will learn about the sales process, the buying process, relationship selling, prospecting, sales call planning, communication, negotiating, and closing sales as well as how to motivate, compensate, and train sales people. Develops interpersonal communication skills through role-playing and other selling techniques in the selling or products and services. Skills in prospecting, relationship building analysis, sales demonstrations, sales negotiations, and closing of sales will be taught. Emphasis will be on personal selling techniques, sales management, and best practices in professional selling. Formerly offered as MKTG 430.

MKTG 4460. Integrated Marketing Communications. Units: 3

Semester Prerequisite: MKTG 4200. Quarter Prerequisite: MKTG 420

An experiential projects course focusing on the development of an integrated marketing communications campaign for a client's regional or national product or service. Formerly offered as MTKG 446.

MKTG 4500. Hotel Operations Tactics and Strategies. Units: 3

Quarter Prerequisite: No prerequisites

Hotel Operations Tactics and Strategies (HOTS) is a business management simulation to operate a large hotel where students develop technical and decision-making skills to increase market share, maximize revenues and increase profitability. A hotel's financial results depend on its ability to construct, promote and deliver a competitive price/value proposition to the marketplace. Student teams compete in a virtual environment that leads to critical thinking outcomes in the areas of operations, communications, revenue management, strategic planning, teamwork and career readiness. Course equivalent to MKTG 4500; credit may not be awarded for both.

MKTG 4600. Retailing and Ecommerce. Units: 3

Semester Prerequisite: MKTG 3050. Quarter Prerequisite: MKTG 305

Development, organization and management of retail institutions. Emphasis is on brick & mortar and e-commerce operations and include merchandise planning, control of budgets, human resources planning, pricing and customer service. Students develop a retail strategy mix for a retailer within the context of today's retail practices. Formerly offered as MTKG 460.

MKTG 4700. International Marketing. Units: 3

Semester Prerequisite: MKTG 3050. Quarter Prerequisite: MKTG 305

Development of international marketing strategies and programs for the determination of objectives and methods of organization through execution of research, advertising, pricing, distribution, financing, and human resource management activities. Emphasis on the design of optimal strategies under varying physical, economic, political, social and cultural environments and specific marketing situations. Formerly offered as MKTG 470. Satisfies GE designation Global Perspectives only.

MKTG 4750. Digital Marketing. Units: 3

Semester Prerequisite: MKTG 3050. Prerequisite: MKTG 305
Content emphasizes a hands-on immersion into e-commerce, project management, procurement, and social media, how this technology impacts the marketing mix and effective and efficient marketing strategies. Topics focus on applications, innovations, and future direction in marketing practice and includes application of content in marketing and communications planning.

MKTG 4760. Strategic Issues in International Business. Units: 3

Semester Prerequisite: MKTG 4700. Prerequisite: MKTG 470 and MGMT 405
An examination of strategic issues in conducting business across national boundaries. Development and implementation of strategic and tactical decisions for companies and brands drawing upon research, analysis, and strategic marketing skills to develop actionable plans that address critical challenges faced by organizations.

MKTG 4960. Strategic Marketing Planning. Units: 3

Semester Prerequisite: MKTG 4100 and MKTG 4160. Quarter Prerequisite: MKTG 410 and MTKG 416
Provides an overview of the role of sustainability in marketing strategy. Emphasis is on the use of the triple bottom line perspective to cast sustainability as the simultaneous pursuit of financial, social/relational, and environmental performance. Development and implementation of strategic and tactical decisions for companies and brands drawing upon research, analysis, and strategic marketing skills to develop actionable plans that address critical marketing challenges faced by organizations. Formerly offered as MKTG 496.

MKTG 5160. Marketing Data Analytics. Units: 3

Semester Prerequisite: MKTG 4160. Quarter Prerequisite: MKTG 416
Students will be able to identify, evaluate, and capture business analytic opportunities that create value. In addition, students will learn basic analytics methods to analyze big data (large data sets). Students will learn how to develop new insights based on business performance data and statistical methods. Students will learn how data analysts describe, predict, and inform business decisions, and they will develop data literacy and an analytic mindset that will help them make strategic decisions based on data.

MKTG 5200. Advanced Marketing Communication. Units: 3

Semester Prerequisite: MKTG 3050 or MKTG 6050. Quarter Prerequisite: MKTG 305 or MKTG 605
Management of the marketing communication function with emphasis on the integration and coordination of its activities. Advertising, direct marketing, personal selling, public relations, sales promotion, and digital strategies are mastered with consideration given to global, ethical, and technology-related issues. Includes development of an integrated marketing communication plan. Formerly offered as MKTG 520.

MKTG 5250. Sports and Entertainment Marketing. Units: 3

Semester Prerequisite: Must have completed MKTG 3050 or MKTG 6050. Quarter Prerequisite: MKTG 305 or MKTG 605
The application of marketing to sports and entertainment products and services with an emphasis on the marketing concepts most relevant to the industry, such as sponsorship, endorsement, licensing, etc. Students will apply these concepts by developing and presenting a strategic marketing plans for a sports or entertainment organization. The plan will include a situational analysis, SWOT analysis, mission statement, positioning statement, and marketing mix recommendations. Formerly offered as MKTG 525.

MKTG 5300. Meetings and Event Planning. Units: 3

The process of planning, developing, and coordinating a variety of meetings and events in hotels, clubs, convention centers, trade shows, and sports and entertainment venues. Topics include forecasting revenues, budget preparation, controlling expenses, contract negotiations, vendor selection, and supervising event personnel. Course equivalent to MKTG 5300; credit may not be awarded for both. Formerly known as HOSM 3600 / MKTG 3600.

MKTG 5500. Advanced Sports Marketing Planning and Strategy. Units: 3

Semester Prerequisite: MKTG 5250. Quarter Prerequisite: MKTG 525
An integrative approach to strategic sports marketing management providing theoretical and practical aspects of marketing management in the sports industry. Topics include the planning, design and execution of a comprehensive situation analysis, identification and evaluation of strategic marketing alternatives, and the implementation of marketing plans and programs. Formerly offered as MKTG 550.

MKTG 5550. Advanced Entertainment Marketing Planning and Strategy. Units: 3

Semester Prerequisite: MKTG 5250. Quarter Prerequisite: MKTG 525
An integrative approach to strategic entertainment marketing management providing theoretical and practical aspects of marketing management in the entertainment industry. Topics include the planning, design and execution of a comprehensive situation analysis, identification and evaluation of strategic marketing alternatives, and the implementation of marketing plans and programs. Formerly offered as MKTG 555.

MKTG 5600. Experiential Marketing. Units: 3

Semester Prerequisite: MKTG 3050 or MKTG 6050. Quarter Prerequisite: MKTG 305 or MKTG 605
The successful marketing of services and the delivery of excellent service are critical elements in the achievement of customer satisfaction and the long-term success of an organization. In this regard, service quality and its measurement will be emphasized, as will the link between service quality and customer satisfaction. This course will also cover the application of the principles of marketing to the marketing of services as well as in-depth understanding of the broader role of service excellence for both "pure" service organizations and organizations that offer a mix of goods and services. Formerly offered as MKTG 560.

MKTG 5700. Hospitality Operations Management. Units: 3

Quarter Prerequisite: MKTG 305 or MKTG 605
Students will have an opportunity to become acquainted with the social, economic and environmental context within which the hospitality industry operates to understand the structure, nature and operating characteristics of the different sectors of the hospitality industry such as food service, lodging and tourism. This introductory course will explore the various functions of management and their interrelationships with other key concerns of managers such as marketing, finance and human resource management. Additionally, the course emphasizes quality assurance, guest satisfaction and process improvement. The goal of this course is to help students develop capable minds to function as successful managers and leaders for the benefit of employees, customers, and stakeholders of the organization. Students will have opportunities to explore and evaluate their personal skills and qualities as they apply theories and case study scenarios to present and future operational assessment and trends.

MKTG 5720. Hotel Operations and Service Management. Unit: 1

Semester Prerequisite: MKTG 5700. Quarter Prerequisite: MKTG 570
Semester Corequisite: MKTG 5752
Hotel Management and operations to include room reservations, housekeeping, front desk management, concierge, sanitation, safety, security and bell stand. Rate and revenue management, forecasting, measuring performance, transient versus group displacement, service quality, pricing and inventory management, ethics. Formerly offered as MKTG 573.

MKTG 5730. Festival and Entertainment Management. Units: 3

Semester Prerequisite: MKTG 3050. Quarter Prerequisite: MKTG 525
Organization and administration of attraction-based events, focusing on scheduling, financing, budgeting, and revenue distribution, logistics, planning techniques, marketing, contracts and staging considerations.

MKTG 5740. Tribal Gaming: Cultural and Political Context. Units: 3

Semester Prerequisite: MKTG 5700. Quarter Prerequisite: MKTG 570
Social and political context of American Indian tribal gaming, political relationships between federal and tribal governments, contemporary examples of tribal gaming, sociocultural and economic forces leading to gaming as strategy for economic development, and responses by non-Indian communities to tribal gaming.

MKTG 5750. Hospitality Internship I. Unit: 1

Entry level experience in a hotel, restaurant, or related position at a university approved site with a focus on rotating through all departments in the organization. NOTE: Only students who have been approved for placement by internship coordinator may enroll in this course.

MKTG 5752. Hospitality Internship II. Units: 2

Quarter Prerequisite: MKTG 570
Food handler certification required for restaurant experience. Experience in a hotel, restaurant, tribal casino, or tourism site. Minimum of 75 hours of quality work at site required during semester in addition to completion of a project.

MKTG 5755. Internship. Unit: 1

Semester Prerequisite: Consent of college internship coordinator. Quarter Prerequisite: senior standing preferred; consent of instructor and the departments internship coordinator
Supervised work and study in private or public organizations. May be repeated for credit. A total of six units of Jack H. Brown College of Business and Public Administration 5753 or 5755 courses may be applied toward graduation. Graded credit/no credit.

MKTG 5915. Seminar in Marketing. Unit: 1

An intensive study of some phase of marketing to be developed by the instructor. May be repeated for credit as topics change.

MKTG 5930. Seminar in Marketing. Units: 3

An intensive study of some phase of marketing to be developed by the instructor. May be repeated for credit as topics change. Formerly offered as MKTG 590.

MKTG 5951. Independent Study. Unit: 1

Semester Prerequisite: Junior status, or graduate status
Special topics involving library and/or field research. A total of 8 units in any Jack H. Brown College of Business and Public Administration 5951, 5952, 5953, 5955 may be applied toward graduation. Consent of instructor and approval by the department of a written project/proposal submitted to the appropriate department in the Jack H. Brown College of Business and Public Administration on a standard application filed in advance of the semester in which the course is to be taken. Course is cross-listed across different departments within the college.

MKTG 5952. Independent Study. Units: 2

Semester Prerequisite: Junior status, or graduate status
Special topics involving library and/or field research. A total of 8 units in any Jack H. Brown College of Business and Public Administration 5951, 5952, 5953, 5955 may be applied toward graduation. Consent of instructor and approval by the department of a written project/proposal submitted to the appropriate department in the Jack H. Brown College of Business and Public Administration on a standard application filed in advance of the semester in which the course is to be taken. Formerly offered as 595B. Course is cross-listed across different departments within the college.

MKTG 5953. Independent Study. Units: 3

Semester Prerequisite: Junior status, or graduate status
Special topics involving library and/or field research. A total of 8 units in any Jack H. Brown College of Business and Public Administration 5951, 5952, 5953, 5955 may be applied toward graduation. Consent of instructor and approval by the department of a written project/proposal submitted to the appropriate department in the Jack H. Brown College of Business and Public Administration on a standard application filed in advance of the semester in which the course is to be taken. Formerly offered as 595D. Course is cross-listed across different departments within the college.

MKTG 5955. Independent Study. Unit: 1

Semester Prerequisite: Junior status, or graduate status
Special topics involving library and/or field research. A total of 8 units in any Jack H. Brown College of Business and Public Administration 5951, 5952, 5953, 5955 may be applied toward graduation. Consent of instructor and approval by the department of a written project/proposal submitted to the appropriate department in the Jack H. Brown College of Business and Public Administration on a standard application filed in advance of the semester in which the course is to be taken. Course is cross-listed across different departments within the college.

MKTG 6050. Marketing Management. Units: 3

An examination of managerial decision-making and problem-solving using the marketing mix and the activities it entails such as selling, advertising, pricing, consumer behavior, marketing research and channels of distribution. Formerly offered as MKTG 605.

MKTG 6100. Consumer and Organizational Buying Behavior. Units: 3

Semester Prerequisite: MKTG 6050. Quarter Prerequisite: MKTG 605
Influences on the purchasing behavior of individual consumers and organizational buyers. Use of theories, concepts and research findings in management and public policy decisions. Formerly offered as MKTG 610.

MKTG 6400. Advanced Marketing Research. Units: 3

Semester Prerequisite: MKTG 6050. Quarter Prerequisite: MKTG 605
Advanced study of current marketing research methods used to gather, analyze and transform data into information required for managerial decision-making. Includes qualitative and quantitative approaches to problem definition, research design, data collection and analysis, interpretation and presentation of research results. Requires use of statistical software packages. Formerly offered as MKTG 640.

MKTG 6500. E-Commerce. Units: 3

Semester Prerequisite: ADMN 6010 Data-Driven Decision Making, ADMN 6020 Advanced Managerial Communications
This course introduces e-commerce and offers an understanding of the skills and technology which are necessary for e-commerce. Students will learn about business models and strategies surrounding e-commerce including digital marketing, online payment systems, and privacy issues.

MKTG 6700. Global Marketing Strategies. Units: 3

Semester Prerequisite: MKTG 6050. Quarter Prerequisite: MKTG 605
Advanced marketing strategies for developing global markets. Includes the emerging changes in international markets and their impact on general marketing strategies. Formerly offered as MKTG 670.

MKTG 6755. Internship. Unit: 1

Semester Prerequisite: Consent of college internship coordinator. Quarter Prerequisite: senior standing preferred; consent of instructor and the departments internship coordinator
Supervised work and study in private or public organizations. May be repeated for credit. A total of six units of Jack H. Brown College of Business and Public Administration 5753 or 5755 courses may be applied toward graduation. Graded credit/no credit.

MKTG 6900. Marketing Strategy. Units: 3

Semester Prerequisite: MKTG 6050, MKTG 6100, and MKTG 6400. Quarter Prerequisite: MKTG 605, MKTG 610, and MKTG 640
A strategy planning approach to marketing management from conceptual and applications perspectives. Focus is on the strategic decision-making process supported by self-analysis and external analysis. Legal, ethical and international aspects are also considered. Formerly offered as MKTG 696.

MKTG 6990. Continuous Enrollment for Graduate Candidacy Standing. Units: 0

Quarter Prerequisite: advancement to candidacy and approval of program graduate coordinator or, if an interdisciplinary studies major, consent of the Dean of Graduate Studies
Independent study leading to completion of requirements (other than course work) for the master's degree. To retain classified standing in the master's program, a student must enroll in a Continuous Enrollment for Graduate Candidacy Standing course each quarter until the project or thesis is accepted or the comprehensive examination passed. Students who enroll through the university have full use of all university facilities. See Culminating Experience: Exam, Thesis, or Project in Graduate Degree and Program Requirements section of the Bulletin of Courses. Continuous Enrollment for Graduate Candidacy Standing is a variable unit course, see fee schedule in the Financial Information section of the Bulletin of Courses. Earned units are not degree-applicable nor will they qualify for financial aid.

MKTG 6991. Continuous Enrollment for Graduate Candidacy Standing. Unit: 1

Quarter Prerequisite: Advancement to candidacy and approval of program graduate coordinator or, if an interdisciplinary studies major, consent of the Dean of Graduate Studies
Independent study leading to completion of requirements (other than course work) for the master's degree. To retain classified standing in the master's program, a student must enroll in a Continuous Enrollment for Graduate Candidacy Standing course each quarter until the project or thesis is accepted or the comprehensive examination passed. Students who enroll through the university have full use of all university facilities. See Culminating Experience: Exam, Thesis, or Project in Graduate Degree and Program Requirements section of the Bulletin of Courses. Continuous Enrollment for Graduate Candidacy Standing is a variable unit course, see fee schedule in the Financial Information section of the Bulletin of Courses. Earned units are not degree-applicable nor will they qualify for financial aid.

MKTG 6992. Continuous Enrollment for Graduate Candidacy Standing. Units: 2

Quarter Prerequisite: advancement to candidacy and approval of program graduate coordinator or, if an interdisciplinary studies major, consent of the Dean of Graduate Studies
Independent study leading to completion of requirements (other than course work) for the master's degree. To retain classified standing in the master's program, a student must enroll in a Continuous Enrollment for Graduate Candidacy Standing course each quarter until the project or thesis is accepted or the comprehensive examination passed. Students who enroll through the university have full use of all university facilities. See Culminating Experience: Exam, Thesis, or Project in Graduate Degree and Program Requirements section of the Bulletin of Courses. Continuous Enrollment for Graduate Candidacy Standing is a variable unit course, see fee schedule in the Financial Information section of the Bulletin of Courses. Earned units are not degree-applicable nor will they qualify for financial aid.

MKTG 6993. Continuous Enrollment for Graduate Candidacy Standing. Units: 3

Quarter Prerequisite: advancement to candidacy and approval of program graduate coordinator or, if an interdisciplinary studies major, consent of the Dean of Graduate Studies

Independent study leading to completion of requirements (other than course work) for the master's degree. To retain classified standing in the master's program, a student must enroll in a Continuous Enrollment for Graduate Candidacy Standing course each quarter until the project or thesis is accepted or the comprehensive examination passed. Students who enroll through the university have full use of all university facilities. See Culminating Experience: Exam, Thesis, or Project in Graduate Degree and Program Requirements section of the Bulletin of Courses. Continuous Enrollment for Graduate Candidacy Standing is a variable unit course, see fee schedule in the Financial Information section of the Bulletin of Courses. Earned units are not degree-applicable nor will they qualify for financial aid.

MKTG 6994. Continuous Enrollment for Graduate Candidacy Standing. Units: 4

Quarter Prerequisite: advancement to candidacy and approval of program graduate coordinator or, if an interdisciplinary studies major, consent of the Dean of Graduate Studies

Independent study leading to completion of requirements (other than course work) for the master's degree. To retain classified standing in the master's program, a student must enroll in a Continuous Enrollment for Graduate Candidacy Standing course each quarter until the project or thesis is accepted or the comprehensive examination passed. Students who enroll through the university have full use of all university facilities. See Culminating Experience: Exam, Thesis, or Project in Graduate Degree and Program Requirements section of the Bulletin of Courses. Continuous Enrollment for Graduate Candidacy Standing is a variable unit course, see fee schedule in the Financial Information section of the Bulletin of Courses. Earned units are not degree-applicable nor will they qualify for financial aid.

MKTG 6995. Continuous Enrollment for Graduate Candidacy Standing. Units: 5

Quarter Prerequisite: advancement to candidacy and approval of program graduate coordinator or, if an interdisciplinary studies major, consent of the Dean of Graduate Studies

Independent study leading to completion of requirements (other than course work) for the master's degree. To retain classified standing in the master's program, a student must enroll in a Continuous Enrollment for Graduate Candidacy Standing course each quarter until the project or thesis is accepted or the comprehensive examination passed. Students who enroll through the university have full use of all university facilities. See Culminating Experience: Exam, Thesis, or Project in Graduate Degree and Program Requirements section of the Bulletin of Courses. Continuous Enrollment for Graduate Candidacy Standing is a variable unit course, see fee schedule in the Financial Information section of the Bulletin of Courses. Earned units are not degree-applicable nor will they qualify for financial aid.

MKTG 6996. Continuous Enrollment for Graduate Candidacy Standing. Units: 6

Quarter Prerequisite: advancement to candidacy and approval of program graduate coordinator or, if an interdisciplinary studies major, consent of the Dean of Graduate Studies

Independent study leading to completion of requirements (other than course work) for the master's degree. To retain classified standing in the master's program, a student must enroll in a Continuous Enrollment for Graduate Candidacy Standing course each quarter until the project or thesis is accepted or the comprehensive examination passed. Students who enroll through the university have full use of all university facilities. See Culminating Experience: Exam, Thesis, or Project in Graduate Degree and Program Requirements section of the Bulletin of Courses. Continuous Enrollment for Graduate Candidacy Standing is a variable unit course, see fee schedule in the Financial Information section of the Bulletin of Courses. Earned units are not degree-applicable nor will they qualify for financial aid.