

## **Course Description – Curriculum 2013**

**Subject:** MK499 Independent Study in Marketing

Credits: 3

**Prerequisite:** MK major and 3rd-year student status or

approved by the instructor

**Description:** A study of marketing research on an individual basis. During the course, a student conducts research on a particular problem or topic in marketing under the supervision of an advisor with focus on ethical, professional norms in marketing.