

University of Arkansas – Fort Smith
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General Syllabus

MKTG 457V Special Topics in Marketing

Credit Hours: 1-3 Variable Lecture Hours: 1-3 Variable Laboratory Hours: 0

Prerequisite: Admission to the College of Business or consent of instructor and department head.

Prerequisite or corequisite: May vary depending on topic.

Effective Catalog: 2018-2019

I. Course Information

A. Catalog Description

Topics and current issues of critical importance to the field of marketing. Specific topics and issues are announced in the schedule of classes for the semester in which the course is offered. May be repeated for a maximum of 9 total hours.

II. Student Learning Outcomes

A. Subject Matter

Will depend on the particular topic(s) covered in a given semester.

B. Student Learning Outcomes

This course enhances student abilities in the following areas:

Analytical Skills

Critical Thinking Skills - Students will analyze business issues and integrate functional business knowledge.

Communication Skills

Students may be required to prepare written or oral reports on a marketing topic.

Other competencies may be addressed as appropriate depending on the course content.

III. Major Course Topics

As required by course content