

Department.: Marketing

Course number: MKTG 4997W

Course title: Senior Thesis in Marketing

Credits: 3

Contact Person: Murphy A Sewall

WQ: W

Catalog Copy:

This is an existing course. We are proposing that it become a 'W' course:
4997. Senior Thesis in Marketing
(296) Either semester. Three credits. Hours by arrangement. Prerequisite: Open only to Marketing Department Honor Students with consent of instructor and Department Head.

Course Information:

The focus of the course will be on planning, writing, and revising a thesis. Students will select a research topic with the consent of their adviser and the department head. The process requires students to grapple with the subject of their thesis project and simultaneously with the writing process itself. The length of a thesis may vary widely, but is generally expected to be between 20 and 50 pages. The student's progress on the thesis (researching, writing, and revising) will be the sole determinant of the course grade.

Students will interact one on one with a faculty adviser and require considerable interacting and presentation of drafts between the student and the professor.

W Criteria:

A research thesis will involve more than 15 pages of writing in addition to an initial written proposal. The primary mode of instruction will be individual conferences to discuss both research and writing, along with comments on drafts of sections of the thesis as well as a draft of the whole project.

Role of Grad Students: