BMKT 494. Seminar. 1 Credit. (1 Sem) On Demand
PREREQUISITE: Junior standing and as determined for each offering. Topics offered at the upper-division level which are not covered in regular courses. Students participate in preparing and presenting discussion material.

BMKT 498. Internship. 1-12 Credits. (1-12 Ind; 12 cr max) F,S,Su
PREREQUISITE: BMKT 325, formal admission to the College of Business, and consent of instructor. An individualized assignment arranged with an agency, business, or other organization to provide guided experience in the field.

BMKT 499. Senior Capstone: Marketing Management. 3 Credits. (3 Lec) F,S
PREREQUISITE: Senior standing, BMKT 337, BMKT 342R, BMKT 343, and BMKT 436. For business majors: formal admission to the College of Business. BMKT 436 may be taken as a co-requisite. The content of previous marketing courses is applied using the case method to solve marketing problems. Emphasis is on marketing strategy and implementation.

BMKT 591. Special Topics. 1-4 Credits. (1 Lec; 12 cr max) On Demand
Max 12 cr. PREREQUISITE: Upper-division courses and others as determined for each offering. Courses not required in any curriculum for which there is a particular one-time need, or given on a trial basis to determine acceptability and demand before requesting a regular course number.

BMKT 592. Independent Study. 1-3 Credits. (1 Ind; 6 cr max) On Demand
Max 6 cr. PREREQUISITE: Graduate standing, consent of instructor, approval of Associate Dean and Dean of Graduate Studies. Directed research and study on an individual basis.
Font Notice
This document should contain certain fonts with restrictive licenses. For this draft, substitutions were made using less legally restrictive fonts. Specifically:

Times was used instead of Adobe Garamond Pro.

The editor may contact Leepfrog for a draft with the correct fonts in place.