

MKTG 491 Directed Readings /MKTG 495 Independent Research Approval Form

The purpose of this program is to provide above average students with specialized expertise in a functional area of business administration. The student must accept major responsibility for successful completion of the project. The instructor's responsibility is to direct, appraise, and consult with the student to generate a professional and academically worthwhile project.

Student must have consent of the instructor, a minimum 3.00 cumulative GPA, completion of all 200- and 300-level BUAD core requirements, 2 additional Marketing courses, and a special permit. The instructor may impose additional eligibility requirements as deemed necessary. Attach an **unofficial transcript** to form.

Name: _____ Student ID#: _____ Semester Registering: _____

Email Address: _____ Major/Concentration: _____

Telephone Numbers: (local) _____ (cell) _____ MKTG 491 MKTG 495

Credits Earned: _____ GPA: _____ Catalog/Section #: _____ # of Credits Applied to Independent Study: _____

Courses completed in concentration: _____

Fill out appropriate section below. X out section not being used.

↓ MKTG 491 Directed Readings ↓

↓ MKTG 495 Independent Research ↓

Scope of interest:	Nature of research problem:
Objectives of readings:	Objectives of research:
Contribution to be gained:	Hypothesis to be tested:
Preliminary bibliography:	Preliminary bibliography:

I understand that:

1. This independent study project does not fulfill any concentration requirement.
2. A total of 6 units for any combination of directed readings, independent study and internship is allowed in the marketing area of study.
3. Failure to complete the project by the week before final exams will result in a grade of FX unless previous arrangements have been made with the instructor.
4. That I may not use this project for any other course at Towson University.
5. It is my responsibility to schedule regular meetings with the instructor.

Student's Signature

Date

Instructor's Signature

Date

Chair's Signature

Date