MKT6340 - Marketing Projects Lab

MKT 6340 Marketing Projects Lab (3 semester credit hours) Sponsored by local industries, these projects provide the students an opportunity to apply the skills and knowledge gained to solve real world marketing problems. Students work in a team environment, interact with industry leaders, and gain industry specific knowledge. May be repeated for credits as topics vary (6 semester credit hours maximum). Prerequisites: MKT 6301. (0-3) T