MKT6340 - Marketing Projects

MKT 6340 Marketing Projects (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: OPRE 6301 and MKT 6301. (0-3) T