

MKTG 490 - Marketing Independent Study Course Approval Form

Available from this page: <https://www.jmu.edu/cob/marketing/students/independent-study.shtml>

First and Last Name:	JMU Email:
JMU eID Number:	Contact Phone Number:
JMU Address:	Address During Independent Study:

Identify an **organization** and summarize (in 2 - 3 paragraphs) the **scope of the proposed marketing project** comprising your independent study. Details of the project may be fine-tuned as you proceed through the semester. List the **specific marketing tasks** for which you will be responsible for the project. Examples of projects include developing and implementing a survey for vendors or company customers; developing a promotional campaign for an organization; creating a marketing plan for an event, product, or service; developing a website to meet certain marketing objectives; and executing a social media marketing plan for a client.

Identify the **immediate supervisor's** name, position, phone, and email of your marketing project.

Identify the name, position, phone, and email of the **JMU marketing faculty member** who is willing to work with you throughout the semester and serve as your MKTG 490 independent study advisor.

In conjunction with your independent study advisor, list the **description of assignments** to complete and identify the **outcomes** such as a written report and presentation for your supervisor at the end of the semester about your work at the organization. Additionally, provide a **detailed plan and timeline with deadlines** for accomplishing the specific marketing tasks and assignments comprising your independent study experience.

Marketing Faculty Advisor Signature of Authorization:

Marketing Faculty Advisor _____ Date _____

The student should provide the completed and signed form to the Academic Unit Head.

Marketing Academic Unit Head Signature of Authorization:

Marketing Academic Unit Head _____ Date _____

_____ has my permission to enroll in an independent study (MKTG 490) for the _____ semester in the year _____ for _____ credit hours.

The Marketing AUH will maintain a signed copy of the approved application in departmental files and arrange for override permission to enroll in MKTG 490.