

**J. Sargeant Reynolds Community College
Course Content Summary**

Course Prefix and Number: MKT 298

Credits: 3

Course Title: Seminar and Project in Marketing

Course Description: Requires completion of a project or research report related to the student's occupational objective and a study of approaches to the selection and pursuit of career opportunities in the field. Familiarizes the student with many career opportunities in the field through classroom instruction and field exercises. Prerequisite: Students should have completed most of the Retail Specialization before enrolling in this course. Lecture 3 hours per week.

General Course Purpose: The semester project will entail selecting a small business as a client and conducting a research project that will help address a problem or opportunity the client is facing.

Course Prerequisites and Co-requisites:

Prerequisite: Students should have completed most of the Retail Specialization before enrolling in this course.

Student Learning Outcomes:

Upon completing the course, the student will be able to

- a. Work efficiently and effectively as part of a team and to evaluate critically information and ideas presented by other members of the team;
- b. Explain the critical steps in defining a business marketing problem;
- c. Recognize the role that marketing research plays in decision making by business owners;
- d. Develop the knowledge and practical skills to plan, implement, and report research findings;
- e. Locate and access market information effectively and evaluate the quality and relevance of the information;
- f. Design and undertake a basic marketing research project; and
- g. Produce an evidence-based marketing project.

Major Topics to Be Included:

- a. Client Evaluation
- b. Secondary Resources
- c. Qualitative Research
- d. Problem/Opportunity Definition
- e. Research Design

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