

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 (including lecture hours, lab hours, total contacts)

Familiarizes the student with many career opportunities in the field through classroom instruction and field exercises.

General Course Purpose

The present marketing venues and opportunities resulting from the strong presence of the internet, the proliferation of small entrepreneurial business startups, market diversity and the growing need for middle management staff by mass merchandisers, require more focused instructional experiences than traditional marketing programs.

Course Prerequisites/Corequisites

None

Course Objectives (Each item should complete the following sentence.)

Upon completing the course, the student will be able to:

- a. Understand the various forms of retail ownership.
- b. Explain what retailing functions are and who performs them.
- c. Differentiate the career paths available for their individual retail goals.
- d. Understand the organizational charts of both the major chains as well as the specialty boutiques.
- e. Identify intermediate customers and suppliers of the major apparel and other soft goods lines.
- f. Interact with local and area retail merchants, to gain practical knowledge of the store operations and the market needs.

Major Topics to be Included

Completion of a project or research report relative to the student's occupational objective and a study of the approaches to the selection and pursuit of career opportunities in the retailing field.

Effective Date of Course Content Summary: September 10, 2008