



Undergraduate Marketing Concentration Advisor

General Information on Independent Studies (MKTG 399):

MKTG 399, Independent Study, is a independently conducted primary research project that is offered on a limited basis to *advanced* students who have a 3.4 overall GPA and wish to conduct academic research under the supervision of a Marketing Department faculty member. *Independent study projects are limited to a total of two within Wharton, two in non-Wharton departments and only one per semester. A 3.4 overall GPA and the completion of 24 cu is necessary to pursue an independent study. You must submit a written description of the project to the Petitions Committee in the Undergraduate Division for final approval. The Wharton UG approval form can be found at: http://undergrad.wharton.upenn.edu/forms/independent_study.pdf*

- MKTG 399 is not an internship.
- No credit will be given for "on-the-job experience."
- It may not be taken pass/fail.
- *The student must have successfully completed MKTG 212 (Marketing Research).*

Project Requirements:

Students should recognize that the project that is produced for credit for MKTG 399 requires hands-on primary research. A simple industry analysis isn't sufficient. In the proposal, the student is expected to identify some specific, narrowly defined managerial or consumer decision(s) that the student hopes to understand/ influence. The student is expected to then create, administer, and interpret a suitable survey or other methodological approach (e.g., conduct an experiment). This is in addition to doing all the necessary background work about the industry or the consumer issue.

Interested students should prepare a maximum 3 page proposal describing the research topic, procedure, time-frame, and the potential contribution of the research to the marketing field. The proposal should briefly outline the following aspects:

Proposal Components:

- Introduction (Purpose)
- Research question(s)
- Intended Research Design: (Method and sample)
- Expected Research Results (Data analysis strategy)
- Expected Contribution (Conceptual, Methodological and/or Substantive)

Once the interested student has drafted a proposal, secured an "advisor" who is willing to supervise and evaluate the research, and received approval from one of the Undergraduate Marketing Concentration Advisors (Wes Hutchinson or Steve Hoch) he/she needs to complete the Independent Study Approval form and submit it to:

Karen Ressler (Course Coordinator)
215-898-8244
E-mail: resslerk@wharton.upenn.edu

who will submit the appropriate paper work. **REMEMBER:** The proposal must be agreed upon by BOTH the undergraduate concentration advisor and the supervising faculty member and this should occur prior to the start of the term that the student wishes to receive credit. As the term progresses, the student will complete the project under the guidance of the supervising faculty member.

Upon completion, the final written project will be graded by the supervising faculty member and signed off by the undergraduate concentration advisor BOTH of whom will assess whether the project meets department criteria.

UNIVERSITY of PENNSYLVANIA
WHARTON SCHOOL UNDERGRADUATE DIVISION

INDEPENDENT STUDY APPROVAL

Please Print **Date:**_____

Penn ID#: _____ **SSN #(Last 4 Digits):** _____

Name: _____ **Local Phone #:** _____
Last Name First Name

Local Address: _____

Expected Graduation Date: _____ **E-Mail:** _____

Rules Governing Independent Study

1. Students pursuing an independent study must have at least a 3.4 grade point average and have completed at least 24 c.u.s.
 2. Only one Wharton independent study course may be taken in a semester for a total of two such courses over four years.
 3. Independent study courses cannot be graded on a Pass/Fail basis.
 4. **Requests for exceptions to these regulations may be submitted to the Petitions Committee, G95 Jon M. Huntsman Hall.**
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Procedures for Enrolling in Independent Study

Students must submit a written proposal to the faculty member supervising the independent study for the faculty member's written approval (see below). The last day for enrollment in an independent study course is the end of the add period for that semester.

This form, signed by the supervising faculty member, and a written proposal must be submitted to the Wharton Undergraduate Division, G95 Jon M. Huntsman Hall.

Instructor Name (please print) _____ Term _____ Department

Instructor Signature _____ Date _____ Credit Value _____ Course Number

DESCRIPTION OF PROJECT (about 250 words), please use reverse side or attach a separate page.