

Guidelines for Marketing Honors Students

(adopted March 28, 2014)

Marketing majors who have a cumulative GPA of at least 3.4 are encouraged to apply for the honors program, and pursue a more challenging program of study. The marketing honors curriculum is research-oriented and teaches students to critically assess theoretical explanations of consumer and firm behavior, to examine research findings, and to gain exposure to conducting advanced marketing research. Students who have not been admitted to the honors program earlier are encouraged to apply to the honors program during their sophomore year; applications from juniors are also considered.

Honors students have the opportunity to take honors and graduate-level courses, work with faculty members to enrich existing courses, identify independent areas of study, and, in the senior year, write a thesis focused on an area of interest in marketing. To receive recognition of their honors status on their transcripts and diplomas, honors students must have a cumulative GPA of 3.4 or higher at graduation.

Marketing honors students work closely with a faculty member in marketing (or in some cases, a related discipline). More information on the marketing faculty and their research areas of interest can be found on the [faculty research webpage](#). Please contact Professor [Nicholas Lurie](#), Marketing Department honors advisor, with any questions.

Marketing Honors Requirements

Marketing Honors Credits

- One 3-credit marketing (3000-4000) course (honors designated or converted) or 5000-level or above course. MKTG 3101 Honors (offered in Fall semester only) is strongly recommended. (Please note that non-honors sections of MKTG 3101 are not available for honors conversion.)
- MKTG 4899 (Independent Study) or MKTG 4996 (Independent Honors Research) (3 credits).
- MKTG 4997W Senior Thesis in Marketing (3 credits).

Related Upper-level Honors Credits

- 3 credits from 3000-4000 level designated or converted honors courses from MKTG or other School of Business fields (e.g., FNCE, MGMT, BLAW, OPIM, or ACCT) or from related disciplines (e.g., psychology or economics), pre-approved study abroad courses (please consult the Marketing Department Honors Advisor), or MKTG or related graduate courses as deemed appropriate by the Marketing Department honors advisor. When possible, students are strongly encouraged to take honors versions of core business classes rather than seeking conversions. Marketing courses taught by graduate students are not eligible for honors conversion.

Honors Coursework in Marketing

The [program of study](#) for marketing honors students is the same as those for other marketing students, but graduating as an Honors Scholar in Marketing requires completion of a minimum of 15 honors credits (with at least 12 marketing and related upper-level honors credits in the School of Business). Please check with the Marketing Department Honors Advisor for catalog year requirements, as well as updates.

Course and Thesis Guidelines

MKTG 3101 (Honors Section). The Marketing Department offers an honors section of MKTG 3101 every Fall Semester that honors students are strongly encouraged to take.

Graduate-level Courses. Honors students are encouraged to explore graduate-level courses applicable to their research interests. Enrollment in these courses requires permission by the Marketing Department honors advisor and the course instructor.

MKTG 4899 (Independent Study) or MKTG 4996 (Independent Honors Research). This course should be taken before the thesis with the professor you expect to be your thesis advisor. As part of this course, you should develop your thesis ideas in collaboration with your thesis advisor, complete a thorough literature review, collect/clean data, and begin to analyze it. Normally, this course is taken in the first semester of your senior year.

Senior Thesis MKTG 4997W. An honors student writes a senior thesis, under the direction of a thesis advisor, a faculty member in the Marketing Department or in a related area who has been approved by the Marketing Department honors advisor. The [honors thesis](#) needs to be approved by the thesis advisor and the Marketing Department honors advisor. This course is typically scheduled in the final semester of your senior year. The thesis must involve original research and include the collection and/or novel analysis of data. Data may come from interviews, focus groups, surveys, experiments, datasets such as those found on WRDS, clickstream, social media, and other primary and secondary data. Analysis can include qualitative or quantitative approaches. A full draft of the thesis should be submitted to the thesis advisor, and the Department Honors Advisor, no later than week 10, for review and feedback. The final project is due in week 14, unless stated differently by the thesis advisor. The final thesis must be approved by the thesis advisor and the Marketing Department honors advisor. A copy of the final approved honors thesis must be submitted to the honors office with a signed [approval form](#). Rules regarding academic conduct in the University Code of Conduct apply to all work submitted in connection with the honors thesis.

Suggested Course Sequence for Honors Students

Semester	Course	Notes
Junior Year (fall)	MKTG 3101 Introduction to Marketing Management	Honors section only offered in fall
Junior Year (spring)	MKTG 3260 Marketing Research	Consider honors conversion
Junior Year (spring) or Senior Year (fall)	MKTG 3208 Consumer Behavior	Consider honors conversion
Junior Year (spring) or Senior Year (fall)	MKTG 4899 Independent Study or MKTG 4996 Independent Honors Research	Should be taken before thesis course.
Senior Year (fall or spring)	MKTG 3362 Marketing Planning and Strategy	MKTG 3101, MKTG 3260, MKTG 3208 are prerequisites; senior standing required
Senior Year (spring)	MKTG 4997W Senior Thesis	Take last semester

How to Get Going on Your Honors Thesis

Writing an honors thesis is rewarding because it allows you to explore a topic in ways that are not normally possible in structured courses. You choose your research questions, your data sources, and your analytical approach. Your thesis is “yours” and this is very exciting. At the same time, doing a thesis is a lot of work and you need to be self-motivated. Starting early, finding an advisor to work with, and devoting sufficient time each week to work on your thesis is critical.

Choosing an Honors Thesis Advisor. In your junior year, you should identify an advisor. Ideally, your advisor will be a marketing professor or someone from a related field such as psychology or economics with whom you have already taken a course. Ideally, you want a faculty member who is an active researcher to help you refine your research questions and choose appropriate methods to address these questions. The Marketing Department honors advisor can help you identify potential thesis advisors, but you will need to convince a specific faculty member to be your thesis advisor. Before you approach a faculty member to be your thesis advisor, you should have a clear idea about the types of questions and topics you would like to pursue. Once a faculty member has agreed to serve as your thesis advisor, you and the faculty member can work to finalize your research domain and research topic.

Choosing an Honors Thesis Topic. Ideas for your honors research work and thesis might come from things you observe in the market, articles you have read, topics discussed in class, or from research articles in top journals in marketing, economics, psychology or other fields that can provide insights into consumer and firm behavior. The top journals in marketing are the *Journal of Consumer Research*, *Journal of Marketing Research*, *Journal of Marketing*, and *Marketing Science*. Before meeting with potential thesis advisors, put together a one-page document on up to three research topics. The one-page document should include: the focal research question; why that question is interesting to you, literature streams that may be relevant; a proposed methodology, and potential contributions of working on this topic.

Independent Study/Independent Honors Research Course. In the first semester of your senior year, you should register for an independent study or independent honors research course with your thesis advisor. For students following the 2014-15 catalog or later, either MKTG 4899 or MKTG 4996 is required. One of these courses is strongly recommended for honors students following earlier catalogs. This course

work serves as the basis for your honors thesis. You should work closely with your thesis advisor to refine your research questions, do a thorough literature review (and posit hypotheses), develop methodology, execute a plan to get data, and begin to analyze your data. Work with your thesis advisor to define a timeline for the project and schedule weekly or bi-weekly meetings to ensure progress on your work. You should plan on spending 9 hours per week (3 credits x 3 hours/credit) working on your thesis.

Senior Thesis Course. In the final semester of your senior year, you should enroll in MKTG 4997W. During this semester you should focus on refining your analyses and writing and revising your thesis. Your thesis should follow the style sheet of the *Journal of Consumer Research*, *Journal of Marketing Research*, *Journal of Marketing*, or *Marketing Science*. A full draft of your thesis should be submitted to your thesis advisor no later than week 10. Ask your friends to read your thesis and give you feedback. If they do not think it is interesting, or if they can't understand it, figure out what you need to do to improve it. The final draft of the thesis is due in week 14, unless stated differently by your thesis advisor. Your thesis advisor and the marketing honors advisor must approve your thesis and you need to submit a copy of the final approved honors thesis with a signed approval form to the honors office. Submit your thesis to UConn's digital commons to share your insights with others.

University Scholar Program

Each year, up to thirty juniors are selected for the University Scholar Program through an application process administered by the honors program. Applications are accepted from honors and non-honors students. The University Scholars program allows motivated students to pursue individualized and intellectually challenging programs of study that includes an in-depth research and an individualized plan of study. Applications are submitted during the first semester of the junior year. Students participate in the university scholar program during their last three semesters of undergraduate study. Graduation as a University Scholar is the highest academic honor bestowed on undergraduates by the University of Connecticut. For more information, see universityscholars.uconn.edu.

Research Funds

Research grants are offered by the Office of Undergraduate Research, and some of these grants are earmarked for business-related research.

1. IDEA (Imagine, Develop, Engage, Apply) Grants
2. OUR (Office of Undergraduate Research) Grants
3. SURF (i.e., Summer Undergraduate Research Fund).

For information and application forms, go to: ugradresearch.uconn.edu/funding-opportunities/

Scholarships

High-achieving marketing students may be eligible for a number of prestigious scholarships or awards. See the complete listings of business and STEM opportunities at onsf.uconn.edu.