

UNIVERSITY OF CONNECTICUT SCHOOL OF BUSINESS

**MKTG 4996 – INDEPENDENT  
HONORS RESEARCH SYLLABUS  
Semester**

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Instructor: Office hours: in BUSN  
Email: Phone:

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**Overview**

MKTG 4996 Honors is the first part of a two-semester course sequence to complete an independent honors research thesis MKTG 4997W.

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 your data.

**Assignments**

The schedule for the assignments is:

Assignment	Topic	Due

**GRADING STANDARDS**

Grading will be based on

In summary, the course requires the following components:

Components	Requirements
Assignment #1	
Assignment #2	

**Academic Integrity/Plagiarism**

Academic misconduct is dishonest or unethical academic behavior that includes, but is not limited to, misrepresenting mastery in an academic area (e.g., cheating), failing to properly credit information, research, or ideas to their rightful originators or representing such information, research, or ideas as your own (e.g., plagiarism). UConn Community Standards:

<http://community.uconn.edu/the-student-code-appendix-a/>

Plagiarism can be a deliberate action, in cases of downloading or purchasing pre-written essays or accidental, when a student paraphrases incorrectly or assumes that because the information is online, it needs no attribution. Presenting the same paper in two or more courses without the explicit permission of the instructors involved is also considered a form of academic misconduct. Recycling papers addresses various ethical issues, including "self-plagiarism," providing individuals with an unfair academic advantage, and undermining the objectives associated with a particular assignment.

According to the UConn Community Standards for Academic Integrity in Undergraduate Education and Research (<http://community.uconn.edu/the-student-code-appendix-a/>) the appropriate academic consequence for a serious offense of this type is a failing grade for the course. If the offense affects a lesser portion of the coursework, the suggested consequence is zero credit for the assignment with the student repeating the assignment to a degree satisfactory to the instructor but for no credit.