

UNIVERSITY OF CONNECTICUT SCHOOL OF BUSINESS

**MKTG 4997W: "SENIOR THESIS IN MARKETING"
(3 CREDITS)**

INSTRUCTOR:

Office Location:
Phone:

E-mail:
Office hours:

OVERVIEW

Building off the student's (spring or fall and year) MKTG 4996 independent honors research on the topic of "(title)," this project is the culmination of completed research to serve as the basis of the student's Honors Thesis.

The student will take findings from research conducted during the Independent honors research course and from (fill in additional data sources if any). The student will analyze these findings, applying knowledge learned from the Marketing Research course to come to general conclusions that support or reject the student's original hypothesis. Discussion on the methodology, results, conclusions, managerial implications and implications for future research will be incorporated into the pre-existing paper from the Independent Honors Research course that is currently (number) pages of literature review and methodology.

To adhere to the "W" course requirements, the student will be required to write a minimum of fifteen additional pages that have been revised for conceptual clarity and development of ideas, edited for expression, and proofread for grammatical and mechanical correctness. The student will write these pages based off of her experience in conducting and analyzing her experiment, following the schedule below:

- Add the finalized methodology, results, conclusions, managerial implications, and implications for future research to the current paper by (date) to Professor (name).
- Professor (name) will have two weeks to review the work, giving feedback and analysis to the student by October (date).
- Student will review feedback and make appropriate changes by (date). The professor and the student will meet to go over the changes and determine if it is appropriate to continue the revision process. If the paper is deemed finished, it will begin the process of being submitted to the UConn Digital Commons.
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The result will be a thesis of 60-80 pages in length. This thesis project will conclude once the final thesis is submitted to the UConn Digital Commons.

TEACHING METHOD

The student will retain primary responsibility for structuring the project, developing a realistic timeline for completing the project, and initiating sufficient interaction with the instructor to complete the project sufficiently.

The instructor will:

- Provide suggested readings relevant to the project
- Meet with the student, as needed, related to project progress
- Provide extensive feedback on a draft of the complete project within two weeks of receiving the draft.

LEARNING ASSESSMENT

The instructor will assign a course grade based 100% on the quality of the final project.

The final project will be written a research paper that addresses “(Title).” The paper will include:

- Introduction – define the research question of interest and contributions of the research
- Literature Review – review relevant marketing and consumer behavior literature
- Theoretical Justification and Hypotheses – articulate hypotheses to be tested in experiment
- Study 1 – report on: 1) the method used for identifying study participants, 2) description of the participants, 3) findings (edit as appropriate)
- Study 2 – Proposal for experiment (edit as appropriate)
- Method
- Results
- Discussion
- Managerial Implications
- Future Research

GRADING STANDARDS

The instructor will assign a grade of “A” if the final project is of excellent quality, a “B” if the final project is of good quality, a “C” if the project is of average quality, a “D” if the project is of poor quality, and an “F” if the final project is not submitted.

Information sources should be properly cited, as well as the ideas and words of others.

Cheating of any sort will not be tolerated and will result in failure. Plagiarism includes, but is not limited to the following actions:

- Using copies of previously written papers
- Using downloaded versions of someone else’s paper
- Working with or copying another student student’s work (except on group assignments)

A student who knowingly assists another student in committing an act of academic misconduct is equally accountable for the violation, and subject to the sanctions and other remedies described in The Student Code.