

Marketing Honors Program

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 teaches students to critically assess theoretical explanations of consumer and firm behavior, examine research findings, and conduct advanced marketing research. Honors students have the opportunity to take honors courses, work with faculty members to enrich existing courses, identify independent areas of study, and, in the senior year, participate in a group project or individual research thesis. Students are encouraged to apply to the honors program during their sophomore year; applications from juniors are also considered.

Please check with Marketing Honors Advisor [Nicholas Lurie](#) if you have questions.

Requirements

Marketing honors students should follow the Marketing Major [plan of study](#).

To graduate as an Honors Scholar in Marketing:

- *Students entering UConn before Fall 2018* require a minimum of 12 Honors credits with at least 9 Marketing upper-level honors credits and 3 School of Business (including MKTG) upper-level honors credits.
- *Students entering UConn beginning Fall 2018* require a minimum of 15 honors credits including at least 9 Marketing upper-level honors credits, 6 additional School of Business (including MKTG) upper-level honors credits which may include no more than 3 Business General Education or Business Critical honors credits at any level, as well as Marketing Field Engagement.

Coursework and Marketing Field Engagement

Marketing Honors students are **strongly encouraged** to:

- Take MKTG 3101 Honors (not available as an Honors conversion).
- Enroll in School of Business Honors or Honors conversion courses (e.g., FNCE 3101, MGMT 3101, BLAW 3175, OPIM 3013, MGMT 4900).
- Convert to honors either MKTG 3208 (Consumer Behavior) or MKTG 3362 (Marketing Planning and Strategy). Honors conversion of other Marketing courses is at instructor discretion.

Marketing Honors students are **required** to:

- Complete the Honors conversion for MKTG 3260 (Marketing Research).*
- Complete one of the following honors thesis MKTG 4997W (Senior Thesis in Marketing) options:
 - **Group Project Thesis:** A team of Honors Marketing students work under faculty supervision to develop a custom marketing strategy for an organization or company. This option is offered only in Spring semester.
 - **Individual Research Thesis:** The Honors student identifies a thesis topic and a full-time marketing faculty member to serve as the advisor. This option requires enrollment in a two-semester course sequence: MKTG 4996 (Independent Honors Research) and MKTG 4997W (Senior Thesis project) typically scheduled in Fall and Spring semesters of the senior year.
- Participate in professional development activities and provide information about their **Marketing Field Engagement** to the Marketing Department Honors Advisor.

*Required for students enrolled in MKTG 3260 in Spring 2019 or later.

Recommended Course Sequence

Semester	Course	Honors Component
ALL Marketing Honors Students		
Junior Year (fall)	MKTG 3101 Intro. to Marketing Management	Honors section
Junior Year (spring)	MKTG 3260 Marketing Research	Honors conversion (required)
	MKTG 3208 Consumer Behavior	Honors conversion
Senior Year (fall/spring)	MKTG 3362 Marketing Planning and Strategy	Honors conversion
Marketing Honors Students completing Group Project Thesis		
Senior Year (spring)	MKTG 4997W Senior Thesis	Honors course
Marketing Honors Students completing Independent Honors Research Thesis		
Senior Year (fall)	MKTG 4996 Independent Honors Research	Honors course
Senior Year (spring)	MKTG 4997W Senior Thesis	Honors course