



*Honors in the Major:*

## **Marketing**

Students in the Honors Program can choose to pursue various designations to earn upon graduation, including *Honors in the Major*. By completing *Honors in the Major*, students will:

- engage in an enriched and extended learning experience;
- develop as scholars and gain an edge over their peers by choosing a rigorous preparation in their field of study;
- be recognized in the Commencement Book, transcript, and on the diploma.

Students earn this designation at graduation; requirements, including being in good standing with the Honors Program, are reviewed at the end of the final semester:

1. 3.3 cumulative GPA
2. 3.5 major GPA
3. Fulfill Honors Program participation requirements: 1 Honors Learning Experience per semester in the program, including the final semester (students are not required to complete an Honors Learning Experience when they are off-campus)
4. Complete 2 Honors Learning Experiences in MKT, specifically:
  - a. Honors Section of MKT 190 or an Honors Contract in any 200 or 300 level MKT course
  - b. Honors Contract in any 200 or 300 level Marketing Course
5. Complete an Honors Capstone Experience:
  - HON 285/286: Honors Undergraduate Research with a Marketing faculty member