

Mktg 395: Honors Thesis in Marketing

Honors students engage in individual research and writing for their thesis project under the supervision of a faculty member. May be repeated for credit to a maximum of 6 hours. Must be a student in the Sally McDonnell Barksdale Honors College. Must get approval from the Sally McDonnell Barksdale Honors College.

3 Credits

Prerequisites

- Limited to students in the Sally McDonnell Barksdale Honors College
- Instructor Approval Required
- Prerequisite: Limited to students in the School of Business Administration.

Instruction Type(s)

• Thesis: Thesis for Mktg 395

Subject Areas

<u>Marketing/Marketing Management, General</u>

Related Areas

- International Marketing
- <u>Marketing Research</u>

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