

Mktg 395: Honors Thesis in Marketing

[Marketing, Analytics & Prof Sales](#)

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. A maximum of 3 credit hours of Mktg 395 may count toward a specific marketing emphasis area with department chair approval. 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

- [Marketing/Marketing Management, General](#)

Related Areas

- [International Marketing](#)
- [Marketing Research](#)

