

DEPARTMENTAL HONORS IN MARKETING

Requirements for Admission to the Departmental Honors Program in Marketing

The successful candidate shall meet the following requirements:

- 1) Be a full-time student at Illinois State University.
- 2) Be a declared major in Marketing.
- 3) Have completed at least 60 semester hours credit of college and/or university level courses.
- 4) Have a minimum cumulative grade point average of 3.3 and at least 3.5 in his or her major (on a 4 point scale).
- 5) Arrange to have letters of recommendation submitted to the Marketing Department's Honors Coordinator from at least two full-time faculty members in the College of Business at ISU.
- 6) Apply and be accepted into the University Honors Program and submit an application for Departmental Honors to the Marketing Department's Honors Coordinator.

Requirements for Successful Completion of the Departmental Honors Program in Marketing

- 1) Completion of all requirements for the comprehensive major in Marketing.
- 2) Have a minimum overall grade point average of 3.3 at graduation with at least a 3.5 grade point average in the Marketing major.
- 3) Completion of 12 semester hours of Honors work in the Marketing major, including:
 - a. 3 semester hours of Marketing 230 (Honors section).
 - b. 6 semester hours of either: Honors sections of Marketing 231 or Marketing 232; In-Course Honors in any 200 or 300 level Marketing course; or Honors Undergraduate Research Participation (IDS 285 or 286).
 - c. 3 semester hours of Honors Independent Study in Marketing (MKT 299).

Benefits of Departmental Honors

- 1) Students who complete the program will have a Departmental Honors designation placed on both their transcript and diploma.
- 2) Students in the Marketing Departmental Honors Program are eligible for Honors early registration and special advisement opportunities in the Marketing Dept.

FOR MORE INFORMATION about joining the Honors Program, please make an appointment with an Honors advisor by calling 438-2559.