

# BA/BS Marketing Honors

Student name: \_\_\_\_\_

WSU ID: \_\_\_\_\_

Date: \_\_\_\_\_



Irvin D. Reid Honors College  
 2100 Undergraduate Library  
 (313) 577-3030  
 honors.wayne.edu  
 (Honors Option info under  
 .. ..)

School of Business Administration

200 Prentis  
 (313) 577-4505  
 business.wayne.edu

Department requirements (15 credits minimum)

Student must maintain a 3.5 cumulative GPA to graduate with Business Honors. Please visit the student services office to apply for admission to the college Honors Program.

**Add an Honors Option to three of following, including at least one from the core curriculum and one from the major.**

Core Business Curriculum

- o [FIN 3290](#) - Business Finance
- o [ISM 3400](#) - Quantitative Methods II
- o [ISM 3600](#) - Production/Operations Management
- o [ISM 3630](#) - Business Info. Systems
- o [MGT 2530](#) - Mgt. Organization Behavior
- o [MKT 2300](#) -Marketing Management

Required for all MKT majors

- o MKT 6996 – Marketing Policy

Marketing Major Requirements (by specialization)

- o Advertising/Marketing Communications  
 MKT 5410; MKT 5450; MKT 5490  
 Plus two from MKT 5500; MKT 5510; MKT 5520; MKT 5850
- o Marketing Management  
 MKT 5410; MKT 5450  
 Plus three advanced undergraduate marketing classes at the 5000 level.

**In addition to above:**

- Honors Option Thesis (Co-requisite MGT 6890) (3 cr.)
- One 4200-level Honors seminar (3 cr.)

**Note: This worksheet does not contain all of your requirements to graduate. Please see an advisor for details.**

Course	Term	Grade	Credits
HON 42__ Seminar			3
Honors Opt. Thesis w/ MGT 6890			3
_____			3
_____			3
_____			3

TOTAL CREDITS: \_\_\_\_\_

Advised by: \_\_\_\_\_