

# **Honors Applied Marketing Minor**

## **Program Description**

The Honors Applied Marketing Minor provides high-achieving Honors Students the opportunity to further develop their marketing skills. Students considering pursuing further education can focus on Marketing Research and Directed Studies related to their topic of interest as well as Special Topics classes. Those students who are wanting to enter the workforce with applied experience are encouraged to pursue Coops/Internships, Special Topics, and Directed Studies focused on applied and service applications.

**\*\*If a student enrolled in this minor at any point becomes ineligible for the Honors program, the student will no longer be eligible to obtain the Honors Applied Marketing Minor.**

This program is a part of the Keeping Sights Upward Journey Honors College.

## **Admission, Enrollment, and Graduation Policies**

### Admission Requirements

This program does not have specific admission requirements and only Admissions to Kennesaw State University is required.

### Graduation Requirements

Each student is expected to meet the requirements outlined in the Academic Policies: 5.0 PROGRAM REQUIREMENTS & GRADUATION.

## **Program Course Requirements**

### **Required Courses (9 credit hours)**

Students must enroll in an Honors section and/or complete an Honors designation (e.g. Honors contract) in each of the following:

- MKTG 3100: Principles of Marketing
- MKTG 4990: Marketing Strategy
- One of the following:
- MKTG 4100: Marketing Research
- MKTG 4490: Special Topics in Marketing

**Electives (6 credit hours)**

Students must enroll in an Honors section and/or complete an Honors designation (e.g. Honors contract) in two of the following:

Honors Contract in any MKTG 3000+ course excluding any course taken as part of the minor requirements.

Honors Prefex 3-Hour Courses Related to Marketing – must be approved by department chair.

**Program Total (15 Credit Hours)**