Heavener School of Business Marketing
Honors Thesis Requirements

GENERAL REQUIREMENTS
To graduate with honors, Heavener School of Business students must earn the specified GPA for their catalog year in ALL THREE of the following areas: 1) overall UF GPA, 2) business core GPA, and 3) major GPA. In addition, students who wish to graduate magna and summa cum laude must write an honors thesis (see guidelines below). To be eligible to enroll in an honors thesis course, you must complete 90 credit hours and have the GPAs required for the magna cum laude designation. Note: University Scholars Program research papers can be used to fulfill the honors thesis requirement.

<table>
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<tr>
<th>Students w/ Catalog Year</th>
<th>HONORS DESIGNATIONS &amp; CORRESPONDING GPA REQUIREMENTS</th>
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<tr>
<td></td>
<td>Cum Laude</td>
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<td></td>
<td>Magna Cum Laude</td>
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<td>Summa Cum Laude</td>
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<td>2003 &gt;</td>
<td>3.5 Core, Major &amp; UF GPA</td>
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<td>3.7 Core, Major &amp; UF GPA + thesis</td>
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<td>3.9 Core, Major &amp; UF GPA + thesis</td>
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THESIS REQUIREMENTS
To graduate with the magna or summa cum laude honors designation, students must conduct either an empirical research project (e.g., an observational study, survey, or experiment) or a literature review that is commensurate with the standards in their field and then report their findings in a formal research paper. In practice, most students opt to write a literature review, typically 20-25 pages in length. There are countless research topics to choose from and students are encouraged to explore their interests. It is also possible to take part in a faculty member’s research project and to use that project as a basis for your honors thesis. In general, an honors thesis must be supervised by a faculty member who has an understanding of the subject you plan to research. For tips on finding a faculty supervisor, see http://www.honors.ufl.edu/Faculty-Tips.aspx.

In addition to securing a faculty advisor, students must obtain departmental approval for their project from the marketing department in 210 Bryan Hall via the attached Heavener School of Business Undergraduate Honors Thesis Application below. If your project is approved, the marketing department will register you for MAR 4970 which is a one credit honors thesis course that is taken for a Satisfactory (S) or Unsatisfactory (U) grade. You are expected to enroll in this course by the end of the drop/add period. The faculty supervisor is responsible for determining if your thesis is satisfactory and for notifying the Honors Coordinator of your final grade. The Honors Coordinator will submit your final grade.

THESIS SUBMISSION PROCESS
1) When your thesis is approved, submit a hard copy of your paper to the supervising department by the published deadline along with a typewritten copy of the Honors Thesis Submission Form.

2) Complete an online Honors Thesis Abstract Submission Form and submit an electronic copy of your thesis to the UF Honors Program Office.

3) University Scholars must also submit a copy of their paper to the Journal of Undergraduate Research at cgreer@ufl.edu by the published deadline.

If you have questions regarding your honors thesis, contact the Honors Coordinator:

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<tr>
<th>MARKETING DEPARTMENT HONORS COORDINATOR</th>
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<tbody>
<tr>
<td>Honors Coordinator</td>
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<tr>
<td>E-mail</td>
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<tr>
<td>Office</td>
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<td>Phone</td>
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Heavener School of Business
Undergraduate Honors Thesis Application

Part I: Student Information
Name: ____________________________ UF ID: _____________
UF E-mail Address: ____________________ Major: _____________

Part II: Verification of GPAs (Must be completed by an advisor in 233 Bryan Hall.)

☐ < 2002 Catalog Year (3.6 magna/3.8 summa)  ☐ > 2003 Catalog Year (3.7 magna/3.9 summa)

Core GPA _______ Major/Area GPA _______ UF GPA _______

Heavener School of Business Advisor’s Signature: ____________________________

The applicant must earn these grades to earn a magna or summa cum laude (circle one) designation:

___________________________________________________________

Part III: Supervising Faculty and Department Approval

Honors Thesis Title: ____________________________________________

Thesis Description: ____________________________________________

___________________________________________________________

___________________________________________________________

___________________________________________________________

Student’s Signature: ____________________________

Supervising Faculty: ____________________________ (approval)

Honors Coordinator: ____________________________ (approval)

Course: ________  Section #: ________  Credit: ________  Semester: ________  Year: ________

Honors Thesis Submissions Deadline: Deliver one copy of your thesis and one copy of your typewritten Honors Thesis Submission Form to the supervising department by the published deadline.