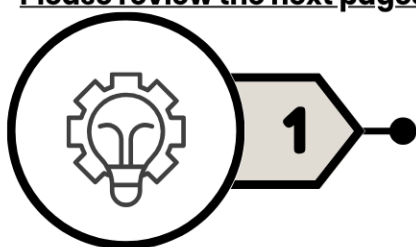


ASRE PATHWAY OF DISTINCTION IN MARKETING

This is a general idea of the steps to complete an ASRE Pathway. The goal of this program is for students to begin during their freshman year and complete requirements throughout their college career. There is flexibility in the timeframe, but all requirements must be complete prior to graduation.

Please review the next pages for superscript notes with further information.



1

INITIATION

Begin by completing:

- UNIV 100 "First Year Seminar"

BUILDING SKILLS

Build skills through:

- MKTG 345 "Principles of Marketing"
- Two (2) research related workshops¹

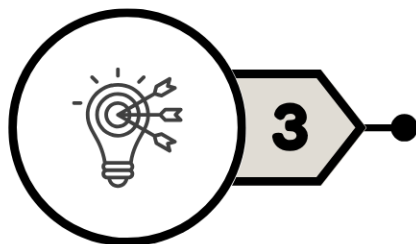


2

MASTERING SKILLS

Master skills through:

- QMET 352 "Advanced Business Statistics"

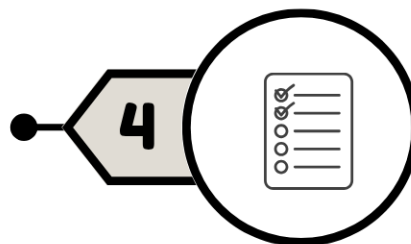


3

PROFESSIONAL DEVELOPMENT

Develop professionally through:

- The professional development experience: either a leadership experience² OR mentored research³ OR participate in a departmental, university, regional, national, or international competition⁴ OR complete an internship⁵

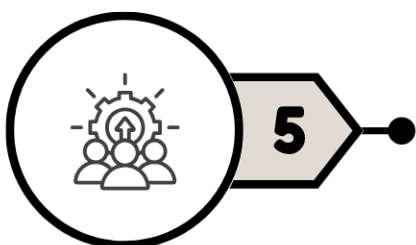


4

DISSEMINATION

Disseminate through:

- MKTG 375 "Marketing Research"
- Presentation at a departmental, university, regional, national, or international conference⁷

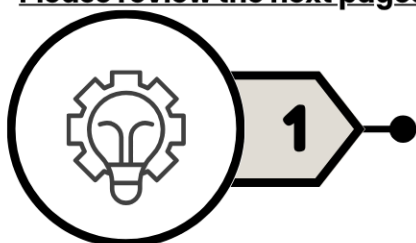


5

ASRE PATHWAY OF EXCELLENCE IN MARKETING

This is a general idea of the steps to complete an ASRE Pathway. The goal of this program is for students to begin during their freshman year and complete requirements throughout their college career. There is flexibility in the timeframe, but all requirements must be complete prior to graduation.

Please review the next pages for superscript notes with further information.



1

INITIATION

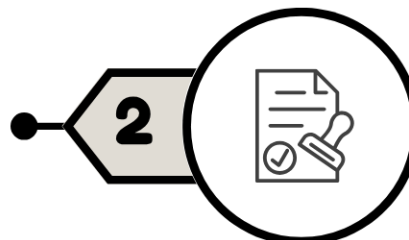
Begin by completing:

- UNIV 100 "First Year Seminar"

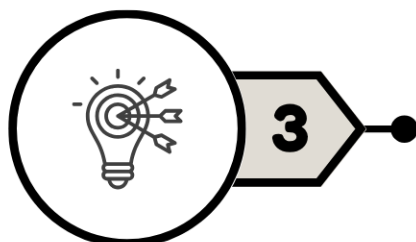
BUILDING SKILLS

Build skills through:

- MKTG 345 "Principles of Marketing"
- MKTG 325 "Special Topics in Marketing I"
- Three (3) research related workshops¹



2



3

MASTERING SKILLS

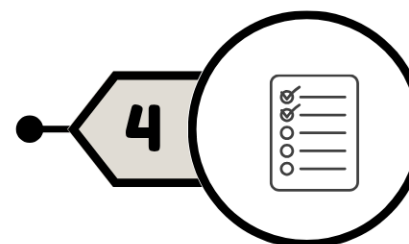
Master skills through:

- QMET 352 "Advanced Business Statistics"
- Leadership Experience²

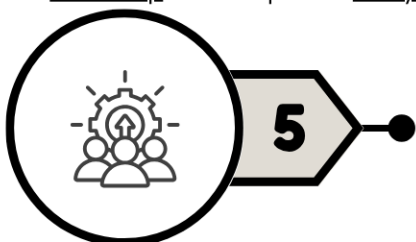
PROFESSIONAL DEVELOPMENT

Develop professionally through:

- The professional development experience: either mentored research³ OR participate in a departmental, university, regional, national, or international competition⁴ OR complete an internship⁵ OR complete a study abroad course⁶



4



5

DISSEMINATION

Disseminate through:

- MKTG 375 "Marketing Research"
- MKTG 475 "Marketing Analytics"
- The dissemination experience: either a presentation at a regional, national, or international conference⁷ OR complete an honors thesis OR author or co-author a publication submission

STUDENT VIEW

See the next page for superscript notes with more information.

Advance SRE Pathway of <u>Distinction</u> Curricular and Co-curricular* Events Required	Advance SRE Pathway of <u>Excellence</u> Curricular and Co-curricular* Events Required
<p>Curricular</p> <ol style="list-style-type: none"> 1. UNIV 100 2. MKTG 345 3. QMET 352 4. MKTG 375 <p>Co-curricular</p> <ol style="list-style-type: none"> 5. Two (2) approved <u>workshops</u>¹ 6. <u>Professional Development</u> Leadership Experience² <p>OR</p> <p>Mentored Research³</p> <p>OR</p> <p>Competition⁴</p> <p>OR</p> <p>Internship⁵</p> <ol style="list-style-type: none"> 7. <u>Presentation</u> at a departmental, university, regional, national, or international conference⁷ 	<p>Curricular</p> <ol style="list-style-type: none"> 1. UNIV 100 2. MKTG 345 3. MKTG 325 4. QMET 352 5. MKTG 375 6. MKTG 475 <p>Co-curricular</p> <ol style="list-style-type: none"> 7. Three (3) approved <u>workshops</u>¹ 8. <u>Leadership Experience</u>² 9. <u>Professional Development</u> Mentored Research³ <p>OR</p> <p>Competition⁴</p> <p>OR</p> <p>Internship⁵</p> <p>OR</p> <p>Study Abroad⁶</p> <ol style="list-style-type: none"> 10. <u>Dissemination</u> Presentation at a regional, national, or international conference⁷ <p>OR</p> <p>Honors thesis</p> <p>OR</p> <p>Publication submission (author or co-author)</p>

Marketing ADVANCE SRE Pathways

Superscript Notes:

* ASRE-approved courses only. Students who have earned credits for a course that is not ASRE approved may petition to substitute that course with a course MKTG 300 or 400 level course identified as providing research skill. The SCRCS Advance office will review the petition for approval. Approved substitutions are only for the purpose of completing an Advance Pathway and are not approved as substitution for the degree.

¹Approved workshops can include, but are not limited to SCRCS, library, or university workshops. SCRCS Advance Workshops can be found on the UL Lafayette SCRCS website. 1 in person SCRCS workshop is equivalent to 2 virtual SCRCS workshops. Other workshops focused on research skills are possible by approval from Marketing.

²Leadership Experiences include, but are not limited to, departmental service events, officership in departmental club, SGA officership, student tutor/mentorship.

³Mentored Research includes, but is not limited to, volunteer, scholarship, or paid from grants. Mentored research may also be internal to UL Lafayette or external to UL Lafayette.

⁴Participation in competition required. Departmental, university, regional, national, or international competitions will count.

⁵Internship could be internal or external to UL Lafayette. MKTG 498 would count.

⁶Study Abroad courses subject to the approval of the Department Head.

⁷Presentation may be poster or oral presentation.