

Pathway of Distinction

Curricular

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.

1. UNIV 100
2. MKTG 345
3. QMET 352
4. MKTG 375

Co-curricular

5. Two (2) approved workshops

- Approved 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.

6. Professional Development

Leadership Experience

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

OR

Mentored Research

- Mentored 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.

OR

Competition

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

OR

Internship

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

7. Presentation at a departmental, university, regional, national, or international conference.

- Presentation may be poster or oral presentation.

Pathway of Excellence

Curricular

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.

1. UNIV 100
2. MKTG 345
3. MKTG 325
4. QMET 352
5. MKTG 375
6. MKTG 475

Co-curricular

7. Three (3) approved workshops

- Approved 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.

8. Leadership Experience

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

9. Professional Development

Mentored Research

- Mentored 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.

OR

Competition

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

OR

Internship

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

OR

Study Abroad

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

10. Dissemination

Presentation at a regional, national, or international conference.

- Presentation may be poster or oral presentation.

OR

Honors Thesis

OR

Publication submission (author or co-author)