

IME – The Marketing Honors Program Application Packet

IME

Integrated Marketing Education

The Marketing Honors Program

APPLICATION MATERIALS

To apply to the IME – Marketing Honors program, you should submit the following materials:

1. IME Student Application Form (attached)
2. Recommendation Form (attached)
You should complete **only the top portion** of this form. After you submit the form, it will be forwarded to the faculty member you identified for completion. **This faculty member must be from your Marketing 301 or 310 course.**
3. Letter of Application:
Please attach a letter of application addressed to the IME Committee focusing on the following:
 - Why you want to be a part of the IME Program
 - The talents and/or skills you will bring to the IME teams
 - Your career objectives
4. A copy of your resume.

You should submit the above materials to the secretary in the Department of Marketing. The IME Program uses a rolling enrollment process so applicants are reviewed as their materials are received.

NOTIFICATION AND INTERVIEW PROCESS

The IME Faculty Teaching Team will review application materials as they are received. A department representative will contact each applicant to arrange a time for each applicant to be interviewed by an IME faculty member.

IME COURSE REGISTRATION

Students admitted to the program will be registered for the IME courses by the Department each quarter.

PROGRAM PREREQUISITES AND MAJOR DECLARATION

All students are required to complete a marketing major declaration form prior to the first day of class in the Autumn quarter. Major Declaration Forms may be obtained in the Undergraduate Office (DPC 8500). The process takes about one to two weeks.

All application materials should be submitted to the Department of Marketing.

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STUDENT APPLICATION FORM

Student Information

Name (first, middle, last):	
Address:	
City, State, Zip Code:	
Daytime Phone:	
Student Number:	
Class Year (circle one): Soph Junior Senior	Expected Graduation Date:
Overall GPA:	College of Commerce GPA:
Who (if anyone) referred you to the IME program?	

Marketing Course Information

Course	Professor	Quarter/Year	Grade
MKT 202: Quantitative Methods in Marketing			
MKT 301: Principles of Marketing			
MKT 310: Consumer Behavior			

Requirement Completion:

By signing below, you are indicating your understanding that it is your responsibility to make sure that all Major Declaration Requirements are completed *prior* to your attending the first day of MKT 356.

Signed _____

Date _____

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FACULTY RECOMMENDATION FORM

Student: Complete only the student information section of the form. Submit this form with your application, cover letter and resume to the Department of Marketing. The secretary will give the faculty member the form to complete.

Student Information:

1. Student's Name:

2. Student Number:

3. Please indicate the faculty member you wish to complete the recommendation:

4. Please list the course and grade received from the above faculty member.

Course #:

Quarter/Year:

Grade Received:

Faculty Recommendation:

1. Please circle the appropriate number in reference to the above named student's performance in your course.

	<i>Poor</i>				<i>Excellent</i>
Overall Academic Performance	1	2	3	4	5
Motivation	1	2	3	4	5
Analytical Skills	1	2	3	4	5
Communication Skills	1	2	3	4	5
Presentation Skills	1	2	3	4	5
Maturity	1	2	3	4	5

2. **As compared to other students you have recommended for the IME program**, how would you rate the above named student's performance in your course? (please circle the appropriate number)

	<i>Much Worse than Other Students</i>				<i>Much Better than Other Students</i>
Overall Academic Performance	1	2	3	4	5
Motivation	1	2	3	4	5
Analytical Skills	1	2	3	4	5
Communication Skills	1	2	3	4	5
Presentation Skills	1	2	3	4	5
Maturity	1	2	3	4	5

3. Would you recommend this student for IME? Why?

4. Additional Comments

Faculty Signature

Date Signed