

USC Marshall

School of Business
*Office of Undergraduate Advising
and Student Affairs*

Marshall and Leventhal Departmental Honors

The Marshall and Leventhal Honors programs are selective departmental honors programs that offer students the opportunity to work closely with faculty to design and execute a research project of the student's choosing.

Upon successful completion of BUAD/ACCT 493 and BUAD/ACCT 494 and conditional on maintaining the major and overall GPA standards (cumulative USC GPA of 3.3 or higher and cumulative GPA of 3.5 or higher in upper division coursework applied to your major) students are awarded departmental honors at graduation. Departmental honors are noted on official university academic transcripts.

Marshall and Leventhal Honors students need to be motivated by wanting to learn and do research. Earning departmental honors requires a lot of work and a year-long commitment (spring of junior year and fall of senior year).

Marshall and Leventhal Honors consist of a sequence of two 2-unit courses (BUAD/ACCT 493 and BUAD/ACCT 494) that are discipline specific (currently ACCT, DSO, FBE, MKT are offered):

- BUAD/ACCT 493 is research methods and research proposal development (Spring semester of junior year)
- BUAD/ACCT 494 is research execution (Fall semester of senior year)

BUAD/ACCT 493 (spring of junior year)

BUAD/ACCT 493 is a research methods class that will expose you to what research in your chosen discipline looks like. Some of the questions you will be asking and answering with help of your instructor are:

- What kinds of questions are asked?
- What is an appropriate scale and scope?
- What tools and techniques are used?
- What resources are used?

Next, you will develop a research proposal by answering the below questions:

- What question do you want to answer?
- How will you attempt to answer the question?
- What tools and techniques will you deploy?
- What resources do you need?
- What answer do you expect?

BUAD/ACCT 494 (fall of senior year)

In this course, you will execute your research proposal, which may comprise some of the following steps:

- Interpret the results - what do the results say? what do the results not say?
- How do the results add to or change our understanding of the discipline?
- What are the practical implications?
- What new questions are raised?
- What questions remain unresolved?

Additional Information

- Those interested in Marketing research, please contact [Prof. Kristin Diehl](#) and look at this [information](#).
- Other areas or general enquiries, please contact [Vice Dean Raman Randhawa](#) or undergraduate.advising@marshall.usc.edu

USC Honors and Distinctions

To be eligible for undergraduate honors at graduation, a minimum overall grade point average of 3.5 for cum laude, 3.7 for magna cum laude and 3.9 for summa cum laude is required. Students must meet these averages, for both USC coursework and on combined transferred and USC coursework. University honors is then determined by either the USC GPA or the combined USC and transfer GPA, whichever is lower. USC GPAs are calculated to the third decimal place, but are never rounded up or down.

In addition to receiving University honors, which are noted on academic transcripts and the diploma, it is also possible in some programs to earn Departmental honors related to the major upon graduation. You are applying for Departmental honors with the BUAD/ACCT 493 and 494 courses. In many cases, the project submitted for the Marshall or Leventhal Honors program will also be eligible for the Discovery Scholar distinction from the University. The Discovery Scholar designation is intended to recognize and celebrate USC undergraduates who have excelled academically while making a meaningful contribution to their field of study through exceptional new scholarship. Discovery Scholar designees will graduate from USC with at least a 3.5 cumulative GPA and will have completed a significant senior project.

You can find information about Discovery Scholars and other Commencement Honors such as Renaissance Scholars and Global Scholars at <https://ahf.usc.edu/commencement-honors/distinctions/>.