Extra Credit Opportunity: Participate in Marketing Department Research Studies
You can earn extra credit points in the course by participating in research studies through the Marketing Department Subject Pool. You can earn one point for each study you participate in. To earn two points, you must participate in two different studies. You may not participate in the same study twice. You will receive this credit for any Research Studies offered via the Marketing Department Subject Pool website at:

http://mccombs.sona-systems.com

You may go to the website and register today and you will be notified by email when the first studies are posted online.

You are strongly encouraged to participate in these studies. It is a good way to get exposed to marketing research and it is valuable to understanding marketing and consumer behavior. These opportunities are offered throughout the semester, but will end on May 6th (or earlier), so plan ahead. Those not interested in participating in a research study may choose a research paper option (see the above website for details).

Questions regarding extra credit? Email Frank Zheng, the Subject Pool Coordinator, at Jianqing.Zheng@mccombs.utexas.edu