Milestones for a PhD in Marketing

**Coursework:** At least 30 hours of graduate-level coursework during the first two years. Marketing doctoral students must maintain a minimum cumulative 3.3 GPA. Beyond the required courses, coursework varies to some degree depending on the student’s research interests. Students generally take graduate-level courses in various substantive topics, theories, and methodologies relevant to the students’ research in the fields of consumer behavior and quantitative marketing. Registration for coursework must be done in consultation with the marketing doctoral program director.

**Consumer Behavior Students will take the following courses:**

- MKTG 7310 – Design of Experiments in Business
- MKTG 7300 - Multivariate Methods in Marketing Research
- MKTG 7810 - Psychological Approaches to Marketing
- MKTG 7815 – Consumer and Managerial Decision Research in Marketing
- MKTG 7835 – Marketing Strategy
- MKTG 7840 – Quantitative Marketing Seminar 1
- Other graduate level courses (e.g., statistics) as determined by the division. Consult with the marketing doctoral program director.

**Quantitative Modeling Students will take the following courses:**

- MKTG 7310 – Design of Experiments in Business
- MKTG 7300 - Multivariate Methods in Marketing Research
- MKTG 7810 - Psychological Approaches to Marketing
- MKTG 7835 – Marketing Strategy
- MKTG 7840 – Quantitative Modeling in Marketing 1
- MKTG TBD – Quantitative Modeling in Marketing 2
- Other graduate level courses (e.g., econometrics) as determined by the division. Consult with the marketing doctoral program director.

**Courses in a Basic Theoretical Discipline of Economics, Sociology, or Psychology:** Each student should actively look for relevant graduate courses in his or her basic theoretical discipline and should talk to the director and other faculty about courses. The coursework is tailored to the needs of individual student in consultation with the marketing doctoral program director.

**Research Papers:** Students are required to complete three research papers during the program. Two papers are to be completed during the summer after the first and second years of coursework. The third paper serves as the students’ comprehensive examination (see below). Students must contact the marketing doctoral program director for the requirements of each research
paper and for specific deadlines. Unsatisfactory performance in any of these papers could result in termination from the program.

**Comprehensive Examination:** A comprehensive examination, taken after satisfactory completion of necessary coursework, tests students’ competency with respect to research design issues and mastery of the contemporary academic marketing literature. Students generally take the marketing comprehensive examination in the fall of their third year in the program. The comprehensive examination may be retaken once, but must be passed prior to advancement.

**Dissertation Proposal Defense:** An oral defense of a dissertation proposal takes the form of a presentation to the student’s dissertation committee. The proposal defense generally occurs in the summer prior to going on the job market. The proposal defense helps students receive formal feedback on their dissertation topic.

**Final Dissertation Defense:** A final defense of a dissertation is generally completed during the spring of the final year in the program. At the conclusion of the dissertation defense, faculty may require minor changes to the student’s work, significant revision, or rejection.