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 3.0 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.

<u>Consumer Behavior Students</u> will take the following courses:

- MKTG 7310 Design and Analysis of Experiments in Business
- MKTG 7810 Psychological Approaches to Research in Marketing
- MKTG 7815 Consumer and Managerial Decision Research in Marketing
- MKTG 7835 Marketing Strategy
- MKTG 7840 Quantitative Marketing Seminar 1
- PSYC 5741 General Statistics 1 & 2
- Other graduate level courses (e.g., social psychology) as determined by the division. Consult with the marketing doctoral program director.

<u>Quantitative Modeling Students</u> will take the following courses:

- MKTG 7310 Design and Analysis of Experiments in Business
- MKTG 7810 Psychological Approaches to Research in Marketing
- MKTG 7835 Marketing Strategy
- MKTG 7840 Quantitative Marketing Seminar 1
- MKTG TBD Quantitative Marketing Seminar 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 their basic theoretical discipline and should talk to the director and other faculty about courses. The coursework is tailored to the needs of individual students in consultation with the marketing doctoral program director.

Research Papers: Students are required to complete three research papers during the program. The first and second-year papers are completed during the summer after the first and second years of coursework, respectively. The third paper is completed in the spring of the student's third year in the program. Students must contact the marketing doctoral program director for the requirements of each research paper and for specific deadlines.

Comprehensive Examination: The student's second-year paper serves as a comprehensive examination. The paper is used to evaluate competency with respect to research design issues and mastery of the contemporary academic marketing literature. The second-year paper 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.