

Marketing PhD Required and Recommended Courses

(Updated April 1, 2016)

Students are expected to take four (but at least (three) classes every semester for the first two years; it is recommended that students take one or two classes each semester after the first two years. Students should consult with their academic advisor to choose courses that best meet their research interests. Students must complete: 1) 18 credits in marketing; 2) at least four (but preferably more) research methods courses; 3) at least four (but preferably 6 to 8) supporting courses, four of which are in a particular content area with a coherent theme; and 4) 15 credits of Dissertation Research.

Prerequisites

The Marketing Department has no formal prerequisites however we strongly suggest that, prior to enrollment, students complete:

- One year of calculus
- Introductory probability and statistics
- A managerial economics or microeconomics course

(Admitted students who have not taken these courses will likely be required to take them.)

Orientation - Required

- BADM 6201 - Introduction to Research and Teaching (1 credit)

Marketing Courses (18 credit minimum)

Required Marketing Courses (15 credits) - must be taken for a grade

- MKTG 6209 (Introduction to Research in Marketing)
- MKTG 6202 (Introduction to Consumer Behavior) or MKTG 6212 (Socio-Cultural Aspects of Consumer Behavior)
- MKTG 6203 (Introduction to Quantitative Applications in Marketing)
- MKTG 6210 (Strategic Applications in Marketing)
- MKTG 6296 (Special Topics: Progress toward Qualifying Paper)

Elective Marketing Courses (3 credits) - must take at least one of the following for a grade

- Behavioral Students - MKTG 6202 (Introduction to Consumer Behavior) or MKTG 6212 (Socio-Cultural Aspects of Consumer Behavior); whichever was not taken to meet course requirements above
- Modeling and Marketing Strategy Students - MKTG 6213 (Advanced Quantitative Applications in Marketing)

Research Methods (12 credit minimum)

The following courses are recommended:

Behavioral Research Methods Courses

- EPSY 5607 - Quant Methods in Research II
- EPSY 5610 - Applied Regression
- EPSY 5613 - Multivariate Analysis in Educational Research
- EPSY 5621 - Instrument Development
- EPSY 6611 - Logistic and Hierarchical Linear Models
- EPSY 6194 - Advanced Modeling
- PSYC 5130 - Causal Modeling in Social Psychology
- PSYC 5131 - Meta-Analysis
- PSYC 5570 - Current Topics Cognitive Science: Longitudinal Data Analysis
- PSYC 5701 (STAT 5701) - Analysis of Experiments
- PSYC 5702 - Field Research Methods
- PSYC 5770 - Current Topics in Social Psychology: Methods of Analyzing Everyday Language
- PSYC 6130 - Measurement and Scaling
- SOCI 5201 - The Logic of Social Research
- SOCI 5231 - Qualitative Research I
- SOCI 6231 - Qualitative Research II
- SOCI 5203 - Quantitative Research I
- SOCI 6203 - Quantitative Research II
- SOCI 6205 - Multilevel Modeling of Longitudinal Data
- ANTH 5321 - Ethnographic Methods I
- STAT 5099 - Investigation of Special Topics (Categorical Data Analysis)
- STAT 5505 - Applied Statistics I
- STAT 5605 - Applied Statistics II
- STAT 6315 - Statistical Inference I
- STAT 6515 - Statistical Inference II
- STAT 5374 - Concepts and Analysis of Survival Data
- STAT 5380 - Applied Time Series
- STAT 5515 - Design of Experiments
- STAT 5105 - Quantitative Methods in Behavioral Sciences: Psychology
- ECON 5311 (ARE 5311) - Econometrics I

Quantitative and Marketing Strategy Research Methods Courses

- ECON 5311 - Econometrics I
- ECON 6311 - Econometrics II
- ECON 6312 - Econometrics III
- STAT 5505 - Applied Statistics I
- STAT 5605 - Applied Statistics II
- STAT 6315 - Statistical Inference I
- STAT 6515 - Statistical Inference II
- STAT 5361 - Statistical Computing
- STAT 5645 - Concepts and Analysis of Survival Data
- STAT 5825 - Applied Time Series
- ARE 5315 - Mathematical Programming for Economists

Supporting Courses (12 credit minimum)

The following supporting courses are recommended. A minimum of four courses with a coherent theme in a content area should be taken. Quantitative and marketing strategy students should take a graduate level theoretical micro economics course. Behavioral students must take a graduate level social or cognitive psychology course. Choice of other courses depends on the student's background and research interests. Courses must be approved by the student's academic advisor.

Behavioral Supporting Courses

- PSYC 5200 - Behavioral Neuroscience Research
- PSYC 5513 - Memory
- PSYC 5567 - Cognition
- PSYC 5601 - Proseminar in Industrial/Organizational Psychology I
- PSYC 5601 - Proseminar in Industrial/Organizational Psychology II
- PSYC 5616 - Human Judgment and Decision Processes
- PSYC 5703 - Advanced Social Psychology
- PSYC 5770 - Current Topics in Social Psychology: Cross-Cultural Psychology
- PSYC 5770 - Current Topics in Social Psychology: Social Psychology of Morality
- PSYC 5770 - Current Topics in Social Psychology: Approaches to Social Psychology
- PSYC 5770 - Current Topics in Social Psychology: Stereotypes and Prejudice
- PSYC 6730 - The Self in Social Psychology
- PSYC 6731 - Person Perception
- PSYC 6732 - Attitude Organization and Change
- PSYC 6733 - Social Cognition
- PSYC 6752 - Interpersonal Relations
- PSYC 6771 - Intergroup Relations
- COGS 5001 - Cognitive Science ProSeminar
- ANTH 5305 - Evolution of Social Cognition
- ANTH 5315 - Gender & Culture
- SOCI 5255 - Topics in Sociological Theory
- SOCI 5275 - Topics in Culture
- SOCI 5001 - Proseminar
- SOCI 5601 - Gender & Society
- SOCI 5829 - Social Change
- SOCI 6275 - Globalization, Circulation , and Transnationalism
- COMM 5100 - Persuasion Theory and Research
- COMM 5101 - Motivation
- COMM 5200 - Interpersonal Communication
- COMM 5501 - Nonverbal Communication and Behavior
- EPSY 5530 - Theories of Learning, Cognition, and Instruction

Marketing Strategy Supporting Courses

- FNCE 6201 - Introduction to Finance Theory and Evidence
- FNCE 6202 - Corporate and Institutional Finance
- ECON 5201 - MicroEconomics I
- ECON 5301 - Mathematical Economics
- PSYCH 5613 - Organizational Psychology
- MGMT 6201 - Seminar in Organizational Behavior
- MGMT 6203 - Contemporary Research in Organizational Behavior
- MGMT 6204 - Seminar in Strategic Management

Quantitative Supporting Courses

- ECON 5201 - Microeconomics I
- ECON 6201 - Microeconomics II
- ECON 6211 - Microeconomics III
- ECON 6461 - Industrial Organization
- ARE 5474 - Industrial Organization: Empirical Analysis
- ARE 6474 - Industrial Organization: Advanced Empirical Analysis

Dissertation Credits (15 credit Graduate School Requirement)

- GRAD 6950 - Dissertation Research