

Marketing Curriculum

There are specific requirements for the doctoral program in marketing in each field of study. The field can specify how certain departmental requirements are to be met and can add requirements or increase minimum standards. Note that optional courses may be taken in addition to the required courses, not instead of them. Students must consult with their field advisor to ensure that their choices make a sensible program.

Course Requirements

Summer Session:

- Econ 204 (Pre-requisite for Econ 201A.)

Consumer Behavior Track

Required Marketing Courses:

- Buyer Behavior (PHDBA 269A)
- Special Research Topics in Marketing (PHDBA 269D)
- Choice Models (PHDBA 269B) or Marketing Strategy (PHDBA 269C)

Other Required Courses:

- Microeconomics (Econ 101A or 201A)
- Psychological Statistics and Data Analysis (Psych 205A & B)
- One Seminar on Social Psychology (e.g., Psych 250B, Psych 290J)
- One Seminar on Cognitive Psychology (e.g., Psych 290Q, Psych 210C) or Behavioral Decision Theory.

Suggestions:

- One Seminar on the Psych/Econ Interface (e.g., Econ 219A or B).
- Intro to Econometrics (e.g., Econ240A-B)

Marketing Science Track

Required Marketing Courses:

- Choice Modeling (PHDBA 269B)
- Marketing Strategy (PHDBA 269C)
- Buyer Behavior (PHDBA 269A) or Special Research Topics in Marketing (PHDBA269D)

Other Required Courses:

- Microeconomics (Econ 201A and B)
- Introduction to Econometrics (Econ 240A and B)
- Econometrics (Econ 241A)
- Industrial Organization (Econ 220A and B or C)

Suggestions:

- Additional methodology courses outside department

Consumer Behavior and Marketing Science Track

Electives:

- Three electives to be approved by student's advisor

Preliminary Field Exam

The preliminary field exam is taken at the end of the second year. This is an exam with two components: breadth and depth. The breadth portion of the exam is based on the basic discipline and required courses on topics outside areas of student expertise. The depth portion of the exam is based on general knowledge in a specific area (consumer behavior, choice models, or marketing strategy). In preparation for the depth portion of the exam, the student will be given a list of approximately 30 papers, in addition to the material of the courses taken.

Additional requirements

Second-year paper: The second-year paper is done under the supervision of a faculty member and can be completed either as an independent study or a joint research project. The paper must be of publishable quality.

End of Second-year Overall Evaluation: At the end of the second year the faculty will conduct an overall evaluation of each student's record, which includes performance in the courses taken, performance in the written examination, quality of second-year paper, quality of the presentation based on the second-year paper, and general relation of the student with the program.

Oral examination

Students submit and defend their dissertation proposals in the oral qualifying examination. The objective is to determine whether students have the intellectual capacity and academic preparation to complete the program. Successful completion of prior phases of the program and a well-defined research proposal are required.

Dissertation

A dissertation is the formulation and completion of a major research project and its written presentation. It is the last step in the program.