36 hours of College of Business coursework are required to complete a Ph.D. in Marketing.

- First year of the program: Complete a Program of Study in consultation with your faculty mentor.
- Every semester: Receive your faculty mentor’s approval before registering for classes to ensure you are on track to complete your degree.
- Elective courses: These courses enhance expertise in either method or content areas of concentration, and may be selected in consultation with your faculty mentor.

Students complete courses in four areas.

1. Conceptual Foundation Seminars (15 hours).
   a. MKTG 601 Marketing Strategy (3 credits)
   b. MKTG 620 Advertising Research (3 credits)
   c. MKTG 625 Consumer Behavior (3 credits)
   d. MKTG 670 Marketing Theory (3 credits)
   e. MKTG 680 Academic Scholarship (3 credits)

2. Marketing/Management Research (9 minimum hours).
   a. MKTG 610 Data Collection and Survey Design (3 credits)
   b. MKTG 640 Measurement and Structural Equation Modeling (3 credits)
   c. MGT method elective approved by faculty mentor (e.g., MGT 660, MGT 661 or MGT 640)

3. Methods/Tools (12 minimum hours).
   The Marketing Department recommends A ST 505, A ST 506, A ST 555, and A ST 507. Students may substitute equivalent courses listed below based on availability, area of concentration, or scheduling with approval by the faculty mentor.
   a. Method 1
      - A ST 505 Statistical Inference I (4 credits) – OR –
      - PSY 507 Quantitative Methods in Psychology I (3 credits)
   b. Method 2
      - A ST 506 Statistical Inference II (3 credits) – OR –
      - PSY 508 Quantitative Methods in Psychology II (3 credits)
   c. Method 3 Multivariate Analysis
      - A ST 555 Multivariate Analysis (3 credits)
   d. Method 4 Method/Tool Elective
      - MGT 661 Qualitative Research Methods (3 credits) – OR –
      - PSY 529 Methods in Social Psychology (3 credits) – OR –
      - SOC 550 Qualitative Research Methods (3 credits) – OR –
      - SOC 551 Issues in Advanced Quantitative Analysis (3 credits) – OR –
      - C S 508 Introduction to Datamining (3 credits) – OR –
      - A ST 507 Advanced Regression (3 credits) – OR –
      - PSY 509 Quantitative Methods in Psychology III: Multiple Regression and Correlation (3 credits)

4. Support Courses.
   a. Students may take additional support courses beyond the required 36 hour program noted above, in consultation with the faculty advisor and approved by the doctoral committee.