Detailed Program Course Requirements

1) Marketing Seminar Courses. The Marketing Department offers six doctoral seminars.
   MKT 397 Marketing Management & Strategy
   MKT 397 Marketing Research Methods
   MKT 397 Buyer Behavior I
   MKT 397 Buyer Behavior II
   MKT 397 Marketing Models I
   MKT 397 Marketing Models II

   Five of the six seminar courses are required for each specialty. However, students are encouraged to take all seminars.

   Consumer Behavior: Buyer Behavior I, Buyer Behavior II, Research Methods, Marketing Strategy, either Marketing Models I or II

   Quantitative/Marketing Models: Marketing Models I, Marketing Models II, Research Methods, Marketing Strategy, either Buyer Behavior I or II

   Marketing Strategy: Marketing Strategy, Research Methods, 3 of the following 4 courses (Buyer Behavior I, Buyer Behavior II, Marketing Models I, Marketing Models II)

2) Students must complete at least 9 hours of approved research methods and statistics courses.
   STA 380 Statistics I
   STA 390 Applied Multivariate Methods
   EDP 382K Survey of Multivariate Methods
   EDP 382K Structural Equation Modeling
   EDP 384 Qualitative Research Methods
   MAN 390 Longitudinal Analysis in Organizations
   PSY 384T Regression Analyses
   PSY 384K Advanced Stats
   SOC 386 L Dynamic Modeling/Longitudinal Analyses

3) Students must complete at least 12 hours in their area of study: marketing economics, marketing psychology or marketing management. The second year of study will be supervised by each area’s committee. Each area committee is responsible for specific guidance to students selecting coursework in that area, including specifying coursework for that area’s students, co-administering and grading the Comprehensive Examination and making recommendations to the departmental Graduate Studies Committee concerning continuance of students who have not advanced to candidacy.
Economics courses:
ECO 387L Micro Econometrics I
ECO 392M Econometrics I
ECO 392M Econometrics II
ECO 392M Advanced Economic Theory
STA 380 Bayesian Methods
MIS 382N Data Mining

Psychology courses:
PSY 385P Fundamentals of Social Psychology
PSY 387R Fundamentals of Cognition
PSY 394U Knowledge & Representation
PSY 394U Reasoning & Decision Making
PSY 394U Introduction to Cognitive Science
EDP 382L Motivation & Emotion

Management courses:
MAN 390 Seminar in Organizational Theory
MAN 390 Management of Knowledge Workers
MAN 390 Longitudinal Analysis in Organizations
MAN 390 Contemporary Issues in Strategic Management