

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