Department of Marketing

All graduate programs in Marketing are accredited by AACSB International—The Association to Advance Collegiate Schools of Business—and conform to recommended guidelines.

Doctor of Philosophy Degree in Marketing

The College of Business offers opportunities for advanced study and research leading to the Doctor of Philosophy degree in Marketing. The Ph.D. Program in Marketing is awarded to candidates who have displayed an in-depth understanding of the subject matter and demonstrated the ability to make an original contribution to knowledge in their field of specialty.

The regulations for this degree comply with the general University regulations (refer to Chapter 2, General Academic Regulations, and Chapter 5, Doctoral Degree Regulations).

Admission Requirements

Applicants must have a bachelor’s degree from an accredited university. The Ph.D. Program Committee in the major areas will evaluate applicants to the Ph.D. program based on several factors, including academic achievement, standardized test scores, employment history, a personal statement, letters of recommendation, and possibly an interview. All applicants must submit the following material for evaluation:

- official transcripts of all undergraduate and graduate coursework completed
- Graduate Management Admission Test (GMAT) scores or Graduate Record Examination (GRE) scores from a recent (no more than five years old) administration of the examination
- three letters of recommendation from academic or professional sources familiar with the applicant’s background
- a résumé or curriculum vitae and a statement of academic interests and goals
- international students must also submit a score of at least 550 on the Test of English as a Foreign Language (TOEFL). TOEFL scores may not be more than two years old.

Candidates who do not possess a master’s degree in a business or business-related discipline with sufficient quantitative rigor are required to complete a program consisting of a minimum of 84 semester credit hours. The Ph.D. Program Committee for the major area discipline will determine a degree program for each candidate based upon that candidate's particular background. Candidates whose backgrounds are determined to be insufficient may be directed to take additional background or leveling courses (See sections A, B, and C of the Program of Study below) before proceeding to the program’s required courses. Candidates who enter the program with the appropriate prior graduate coursework may be waived from some or all of the background requirements (sections A, B, and C).

Admission normally includes appointment to a teaching assistantship, research assistantship, or research fellowship. The Ph.D. Program Committee, comprised of members selected from the graduate faculty, is responsible for advising students.

Degree Requirements for Students that have not Obtained a Master’s Degree

The degree requires a minimum of 84 semester credit hours beyond the bachelor’s degree.

No course for which a grade of less than “C” was earned can be applied to the Doctoral degree program and no more than two courses with a grade of “C” may be applied to the program.

Program of Study

A. M.B.A. Core Courses

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACC 5023</td>
<td>Accounting Analysis for Decision Making</td>
<td>3</td>
</tr>
<tr>
<td>ECO 5023</td>
<td>Managerial Economics</td>
<td>3</td>
</tr>
<tr>
<td>FIN 5023</td>
<td>Financial Management</td>
<td>3</td>
</tr>
<tr>
<td>MGT 5043</td>
<td>Management and Behavior in Organizations</td>
<td>3</td>
</tr>
<tr>
<td>MGT 5253</td>
<td>Ethics and Globalization</td>
<td>3</td>
</tr>
<tr>
<td>MGT 5903</td>
<td>Strategic Management and Policy</td>
<td>3</td>
</tr>
<tr>
<td>MKT 5023</td>
<td>Marketing Management</td>
<td>3</td>
</tr>
<tr>
<td>MS 5023</td>
<td>Decision Analysis and Production Management</td>
<td>3</td>
</tr>
</tbody>
</table>

This requirement may be met by a master’s degree in business or business-related discipline. If a student does not have the appropriate graduate degree, a minimum of three courses (9 semester credit hours) outside of the student’s major discipline must be taken from the following list:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACC 5023</td>
<td>Accounting Analysis for Decision Making</td>
</tr>
<tr>
<td>ECO 5023</td>
<td>Managerial Economics</td>
</tr>
<tr>
<td>FIN 5023</td>
<td>Financial Management</td>
</tr>
<tr>
<td>MGT 5043</td>
<td>Management and Behavior in Organizations</td>
</tr>
<tr>
<td>MGT 5253</td>
<td>Ethics and Globalization</td>
</tr>
<tr>
<td>MGT 5903</td>
<td>Strategic Management and Policy</td>
</tr>
<tr>
<td>MKT 5023</td>
<td>Marketing Management</td>
</tr>
<tr>
<td>MS 5023</td>
<td>Decision Analysis and Production Management</td>
</tr>
</tbody>
</table>

B. Discipline background courses (5000-level courses or higher) in the major field or in a field directly related to (or relevant for) the major field (9 semester credit hours).

The Ph.D. Program Committee may consider the approval of transferring some or all of the credit hours of this requirement based on prior graduate coursework.

C. Required Course

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>GBA 7103</td>
<td>Doctoral Teaching Seminar</td>
</tr>
</tbody>
</table>

D. Statistics and Research Methodology

18 semester credit hours of 6000- or 7000-level courses in Statistics, Research Methods, Management Science, or associated Economics courses as approved by the Ph.D. Program Committee. Courses include but are not limited to:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECO 6013</td>
<td>Microeconomic Theory</td>
</tr>
<tr>
<td>ECO 6103</td>
<td>Econometrics and Business Forecasting</td>
</tr>
<tr>
<td>ECO 6113</td>
<td>Mathematical Economics</td>
</tr>
<tr>
<td>GBA 7013</td>
<td>Research Methods I</td>
</tr>
<tr>
<td>GBA 7023</td>
<td>Research Methods II</td>
</tr>
<tr>
<td>MS 7033</td>
<td>Applications in Causal Structural Modeling</td>
</tr>
<tr>
<td>STA 6923</td>
<td>Advanced Statistical Learning/Data Mining</td>
</tr>
<tr>
<td>STA 7013</td>
<td>Advanced Applied Business Statistical Methods</td>
</tr>
<tr>
<td>STA 7023</td>
<td>Applied Linear Statistical Models</td>
</tr>
<tr>
<td>STA 7033</td>
<td>Multivariate Statistical Analysis</td>
</tr>
</tbody>
</table>

E. Major Area Coursework

21 semester credit hours of coursework in the major field.

1. PhD Level Courses (12 semester credit hours)

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKT 7013</td>
<td>Seminar in Marketing Theory</td>
</tr>
<tr>
<td>MKT 7023</td>
<td>Behavioral Seminar I</td>
</tr>
<tr>
<td>MKT 7033</td>
<td>Behavioral Seminar II</td>
</tr>
</tbody>
</table>
Department of Marketing

MKT 7043 Seminar in Experimental Design

2. Directed Electives (9 semester credit hours)

9 semester credit hours of graduate-level directed electives as approved by the Ph.D. Program Committee.

F. Free elective

One course to be approved by the Ph.D. Program Committee. The course may be from within or outside the College of Business and must be at the graduate level.

G. Doctoral Research

This requirement is met by doctoral research coursework.

MKT 7211 Doctoral Research
MKT 7212 Doctoral Research
MKT 7213 Doctoral Research
MKT 7214 Doctoral Research
MKT 7215 Doctoral Research
MKT 7216 Doctoral Research

H. Doctoral Dissertation

The initial Program of Study must be approved by the Ph.D. Program Committee and must be submitted to the Dean of the Graduate School for final approval.

MKT 7311 Doctoral Dissertation
MKT 7312 Doctoral Dissertation
MKT 7313 Doctoral Dissertation
MKT 7314 Doctoral Dissertation
MKT 7315 Doctoral Dissertation
MKT 7316 Doctoral Dissertation

Total Credit Hours 84

Degree Requirements for Students that have Obtained a Master’s Degree

The degree requires a minimum of 66 semester credit hours beyond the master’s degree.

No course for which a grade of less than “C” was earned can be applied to the Doctoral degree program and no more than two courses with a grade of “C” may be applied to the program.

Program of Study

A. Required Course

GBA 7103 Doctoral Teaching Seminar

B Statistics and Research Methodology

18 semester credit hours of 6000- or 7000-level courses in Statistics, Research Methods, Management Science, or associated Economics courses as approved by the Ph.D. Program Committee. Courses include but are not limited to:

ECO 6013 Microeconomic Theory
ECO 6103 Econometrics and Business Forecasting
ECO 6113 Mathematical Economics
GBA 7013 Research Methods I
GBA 7023 Research Methods II
MS 7033 Applications in Causal Structural Modeling
STA 6923 Advanced Statistical Learning/Data Mining
STA 7013 Advanced Applied Business Statistical Methods
STA 7023 Applied Linear Statistical Models

C. Major Area Coursework

21

1. PhD Level Courses (12 semester credit hours)

MKT 7013 Seminar in Marketing Theory
MKT 7023 Behavioral Seminar I
MKT 7033 Behavioral Seminar II
MKT 7043 Seminar in Experimental Design

2. Directed Electives (9 semester credit hours)

9 semester credit hours of graduate-level directed electives as approved by the Ph.D. Program Committee.

D. Free elective

One course to be approved by the Ph.D. Program Committee. The course may be from within or outside the College of Business and must be at the graduate level.

E. Doctoral Research

This requirement is met by doctoral research coursework.

MKT 7211 Doctoral Research
MKT 7212 Doctoral Research
MKT 7213 Doctoral Research
MKT 7214 Doctoral Research
MKT 7215 Doctoral Research
MKT 7216 Doctoral Research

F. Doctoral Dissertation

12

The initial Program of Study must be approved by the Ph.D. Program Committee and must be submitted to the Dean of the Graduate School for final approval.

MKT 7311 Doctoral Dissertation
MKT 7312 Doctoral Dissertation
MKT 7313 Doctoral Dissertation
MKT 7314 Doctoral Dissertation
MKT 7315 Doctoral Dissertation
MKT 7316 Doctoral Dissertation

Total Credit Hours 66

Advancement to Candidacy

Advancement to candidacy requires a student to complete University and program requirements and to pass a written qualifying examination following completion of course requirements in the candidate’s major field of study. The examination is administered by the Ph.D. Program Committee. No more than two attempts to pass qualifying examinations are allowed. Results of the written and oral examinations must be reported to the Ph.D. Program Committee, the Dean of the College, and the Dean of the Graduate School. Admission into the doctoral program does not guarantee advancement to candidacy.

Dissertation

Candidates must demonstrate the ability to conduct independent research by completing and defending an original dissertation. The research topic is determined by the student in consultation with his or her supervising professor. A Dissertation Committee, selected by the student and supervising professor, guides and critiques the candidate’s research. The completed dissertation must be formally presented to and approved by the Dissertation Committee.

Following an open presentation of the dissertation findings, the Dissertation Committee conducts a closed meeting to determine the
adequacy of the research and any further requirements for completion of the
dissertation. Results of the meeting must be reported to the Dean of the
College and to the Dean of the Graduate School.

Awarding of the degree is based on the approval of the Dissertation
Committee, approved by the Dean. The UTSA Dean of the Graduate
School certifies the completion of all University-wide requirements.

Marketing (MKT) Courses

MKT 5003. Introduction to Marketing. (3-0) 3 Credit Hours.
Examination of marketing in society and the firm. Functions, institutions,
processes, methods, and issues will be examined. Emphasis is on
marketing decision making.

MKT 5023. Marketing Management. (3-0) 3 Credit Hours.
Prerequisites: ACC 5003 and ECO 5003, or their equivalents. Completion
of or concurrent enrollment in ACC 5023 is recommended. An analysis
of marketing management processes within organizations. Focus is on
the use of strategic planning and market analysis to design marketing
programs in competitive environments.

MKT 5043. Consumer Behavior in Marketing Strategy. (3-0) 3 Credit
Hours.
Prerequisite: MKT 5023 or an equivalent. The study of consumer
behavior as the basis for marketing opportunities. Analyzes and
evaluates contemporary models of consumer behavior as a guide to
organizational decision making.

MKT 5063. Marketing Research Design and Application. (3-0) 3
Credit Hours.
Prerequisite: MKT 5023 or an equivalent. Reviews the methodology
essential to marketing’s role of guiding the firm’s production, distribution,
pricing, and communication efforts through marketing research, including
designing and conducting customer research, and analyzing and
communicating research results.

MKT 5083. Advertising and Promotion Management. (3-0) 3 Credit
Hours.
Prerequisite: MKT 5023 or an equivalent. The use of communication
processes and programs to attain promotional goals; examination of
mass and interpersonal forms of communication, and the uses of sales
promotion tools.

MKT 5313. Marketing and Selling a Destination. (3-0) 3 Credit Hours.
Examination of marketing planning and implementation with specific
focus on developing a marketing plan, advertising agency selection,
market research, selling to marketing intermediaries and meeting
planners, convention facility marketing and sales, the role of the Web
site, visitor guides, public relations and film commissions.

MKT 5333. Economics of Tourism and Sustainable Development.
(3-0) 3 Credit Hours.
Examines the macroeconomic effect of tourism on a destination and the
microeconomic aspects of sustainable tourism. Students are introduced
to the theory and research methods involved in conducting economic
impact studies, feasibility studies, and forecasting visitor arrivals.

MKT 5673. International Marketing. (3-0) 3 Credit Hours.
Prerequisite: MKT 5023 or an equivalent. Analysis of global marketing
strategies, including an examination of the cultural, economic, and
political dimensions. Focus is on developing alternative market entry
strategies and managing the marketing mix in international markets.

MKT 6943. Marketing Internship. (0-0) 3 Credit Hours.
Prerequisites: Graduate standing, 15 semester credit hours of graduate
work, and consent of instructor. Internship must be approved in advance
by the Internship Coordinator and the student’s Graduate Advisor of
Record. Supervised full- or part-time off-campus work experience and
training in marketing. Individual conferences and written reports required.

MKT 6951. Independent Study. (0-0) 1 Credit Hour.
Prerequisites: Graduate standing and permission in writing (form available)
of the instructor and the student’s Graduate Advisor of Record.
Independent reading, research, discussion, and/or writing under the
direction of a faculty member. For students needing specialized work not
normally or not often available as part of the regular course offerings.
May be repeated for credit, but not more than 6 hours, regardless of
discipline, will apply to the degree.

MKT 6953. Independent Study. (0-0) 3 Credit Hours.
Prerequisites: Graduate standing and permission in writing (form available)
of the instructor and the student’s Graduate Advisor of Record.
Independent reading, research, discussion, and/or writing under the
direction of a faculty member. For students needing specialized work not
normally or not often available as part of the regular course offerings.
May be repeated for credit, but not more than 6 hours, regardless of
discipline, will apply to the degree.

MKT 6961. Comprehensive Examination. (0-0) 1 Credit Hour.
Prerequisite: Approval of the appropriate committee on graduate studies
to take the Comprehensive Examination. Independent study course
for the purpose of taking the Comprehensive Examination. May be
repeated as many times as approved by the Committee on Graduate
Studies. Enrollment is required each term in which the Comprehensive
Examination is taken if no other courses are being taken that term. The
grade report for the course is either “CR” (satisfactory performance on the
Comprehensive Examination) or “NC” (unsatisfactory performance on the
Comprehensive Examination).

MKT 6971. Special Problems. (1-0) 1 Credit Hour.
Prerequisite: Consent of instructor. An organized course offering
the opportunity for specialized study not normally or not often available
as part of the regular course offerings; examples include Brand
Management, Services Marketing, Sales Management, Multicultural
Marketing, and topics in Tourism Management. Special Problems
courses may be repeated for credit when topics vary, but not more than 6
hours, regardless of discipline, will apply to the degree.

MKT 6973. Special Problems. (3-0) 3 Credit Hours.
Prerequisite: Consent of instructor. An organized course offering
the opportunity for specialized study not normally or not often available
as part of the regular course offerings; examples include Brand
Management, Services Marketing, Sales Management, Multicultural
Marketing, and topics in Tourism Management. Special Problems
courses may be repeated for credit when topics vary, but not more than 6
hours, regardless of discipline, will apply to the degree.

MKT 6983. Master’s Thesis. (0-0) 3 Credit Hours.
Prerequisites: Permission of the Graduate Advisor of Record and thesis
director. Thesis research and preparation. May be repeated for credit,
but not more than 6 hours will apply to the Master’s degree. Credit will be
awarded upon completion of the thesis. Enrollment is required each term
in which the thesis is in progress.

MKT 7013. Seminar in Marketing Theory. (3-0) 3 Credit Hours.
Prerequisite: Consent of instructor. Historical and philosophical
perspective on the development of scientific marketing thought, the role
of theory in marketing, and research methods in marketing.
MKT 7023. Behavioral Seminar I. (3-0) 3 Credit Hours.
Prerequisite: Consent of instructor. Examination of the processes underlying consumer behavior from the perspective of social and cognitive psychology. Topics will include judgment and decision making, information-processing biases, consumer motivations and values, memory and knowledge, and mood and affect.

MKT 7033. Behavioral Seminar II. (3-0) 3 Credit Hours.
Prerequisite: Consent of instructor. Examination of the processes underlying consumer behavior from the interdisciplinary perspectives of psychology, sociology, and anthropology. Topics will include attitudes and persuasion, cross-cultural research, socialization, individual difference variables, and group influences on individual behavior.

MKT 7043. Seminar in Experimental Design. (3-0) 3 Credit Hours.
Prerequisite: Consent of instructor. Introduction to methodological issues that arise in experimental and quasi-experimental research. Topics of emphasis include data collection and measurement, reliability and validity, experimental design, and data analysis.

MKT 7063. Special Topics in Marketing. (3-0) 3 Credit Hours.
Prerequisite: Consent of instructor. Examination of current topics in marketing research (cross-cultural and international marketing, pricing, etc.). The course may be repeated for credit when topics vary.

MKT 7073. Cross-Cultural Consumer Research. (3-0) 3 Credit Hours.
Prerequisite: Consent of instructor. Examination of cross-cultural research from disciplines such as international business, psychology, sociology, and consumer behavior, with a focus on understanding current theoretical and methodological issues, and their marketing and consumer implications.

MKT 7083. Consumer Judgment and Decision Making. (3-0) 3 Credit Hours.
Prerequisite: Consent of instructor. In-depth examination of the judgment, decision making, and choice aspects of consumer behavior, with a focus on understanding what people actually do (descriptive view) versus what they rationally ought to do (normative view).

MKT 7211. Doctoral Research. (0-0) 1 Credit Hour.
May be repeated for credit upon approval of the Doctoral Studies Committee, but not more than 24 hours may be applied to the Doctoral degree.

MKT 7212. Doctoral Research. (0-0) 2 Credit Hours.
May be repeated for credit upon approval of the Doctoral Studies Committee, but not more than 24 hours may be applied to the Doctoral degree.

MKT 7213. Doctoral Research. (0-0) 3 Credit Hours.
May be repeated for credit upon approval of the Doctoral Studies Committee, but not more than 24 hours may be applied to the Doctoral degree.

MKT 7214. Doctoral Research. (0-0) 4 Credit Hours.
May be repeated for credit upon approval of the Doctoral Studies Committee, but not more than 24 hours may be applied to the Doctoral degree.

MKT 7215. Doctoral Research. (0-0) 5 Credit Hours.
May be repeated for credit upon approval of the Doctoral Studies Committee, but not more than 24 hours may be applied to the Doctoral degree.

MKT 7216. Doctoral Research. (0-0) 6 Credit Hours.
May be repeated for credit upon approval of the Doctoral Studies Committee, but not more than 24 hours may be applied to the Doctoral degree.

MKT 7311. Doctoral Dissertation. (0-0) 1 Credit Hour.
Prerequisite: Admission to Candidacy for the Doctoral degree in business. May be repeated for credit upon approval of the Doctoral Studies Committee, but not more than 12 hours may be applied to the Doctoral degree.

MKT 7312. Doctoral Dissertation. (0-0) 2 Credit Hours.
Prerequisite: Admission to Candidacy for the Doctoral degree in business. May be repeated for credit upon approval of the Doctoral Studies Committee, but not more than 12 hours may be applied to the Doctoral degree.

MKT 7313. Doctoral Dissertation. (0-0) 3 Credit Hours.
Prerequisite: Admission to Candidacy for the Doctoral degree in business. May be repeated for credit upon approval of the Doctoral Studies Committee, but not more than 12 hours may be applied to the Doctoral degree.

MKT 7314. Doctoral Dissertation. (0-0) 4 Credit Hours.
Prerequisite: Admission to Candidacy for the Doctoral degree in business. May be repeated for credit upon approval of the Doctoral Studies Committee, but not more than 12 hours may be applied to the Doctoral degree.

MKT 7315. Doctoral Dissertation. (0-0) 5 Credit Hours.
Prerequisite: Admission to Candidacy for the Doctoral degree in business. May be repeated for credit upon approval of the Doctoral Studies Committee, but not more than 12 hours may be applied to the Doctoral degree.

MKT 7316. Doctoral Dissertation. (0-0) 6 Credit Hours.
Prerequisite: Admission to Candidacy for the Doctoral degree in business. May be repeated for credit upon approval of the Doctoral Studies Committee, but not more than 12 hours may be applied to the Doctoral degree.