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 is designed to provide 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 9

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) 9 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 3

<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

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

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

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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

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.