

# 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. 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 Student Policies, General Academic Regulations, and the Graduate Catalog, 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 79 on the Test of English as a Foreign Language (TOEFL) iBT. 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 75 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. Some or all of the background requirements (sections A, B, and C) may be waived for candidates who enter the program with the appropriate prior graduate coursework.

Admission may include an 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 who have Obtained a Bachelor's Degree

The degree requires a minimum of 75 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

Code	Title	Credit Hours
<b>A. Discipline Background Courses</b>		<b>9</b>
Students are required to complete at least 9 semester credit hours of 5000-level courses or higher in the major field or in a field directly related or relevant to the major field in consultation with their Graduate Advisor of Record to fulfill the Discipline Background Courses requirement. *		
<b>B. Required Course</b>		<b>3</b>
GBA 7103	Doctoral Teaching Seminar	
<b>C. Statistics and Research Methodology</b>		<b>18</b>
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	Applied Econometrics I	
ECO 6113	Mathematical Methods for Economic Analysis	
GBA 7013	Research Methods I	
GBA 7023	Research Methods II	
MKT 7093	Applied Econometrics in Marketing and Business Research	
MS 7033	Applications in Causal Structural Modeling	
STA 6923	Introduction to Statistical Learning	
STA 7023	Applied Linear Statistical Models	
<b>D. Major Area Coursework</b>		<b>21</b>
1. Ph.D.-Level Courses (12 semester credit hours)		
MKT 7013	Seminar in Marketing Theory	
MKT 7023	Behavioral Seminar I	
MKT 7033	Topics in Strategy Research	
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.		
<b>E. Free elective</b>		<b>3</b>
One course to be approved by the Ph.D. Program Committee. The course may be from within or outside the Carlos Alvarez College of Business and must be at the graduate level.		
<b>F. Doctoral Research (9 semester credit hours)</b>		<b>9</b>
<b>G. Doctoral Dissertation (minimum 12 semester hours)</b>		<b>12</b>
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.		
<b>Total Credit Hours</b>		<b>75</b>

\* This requirement may be met by prior completion of a master's degree in business or business-related discipline, or at least 9 credit hours of other prior relevant graduate coursework. If a student does not have the appropriate graduate degree or prior relevant graduate coursework, a minimum of 9 semester credit hours are required. The Graduate

Advisor of Record, in consultation with the Ph.D. Program Committee will select these courses based on the student's prior academic and professional experience, strengths, and research interests to best prepare the student for Ph.D.-level coursework and research. The Graduate Advisor of Record, in consultation with the Ph.D. Program Committee may require additional courses to meet this requirement if they deem it necessary.

## Degree Requirements for Students who 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

Code	Title	Credit Hours
<b>A. Required Course</b>		<b>3</b>
GBA 7103	Doctoral Teaching Seminar	
<b>B Statistics and Research Methodology</b>		<b>18</b>
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	Applied Econometrics I	
ECO 6113	Mathematical Methods for Economic Analysis	
GBA 7013	Research Methods I	
GBA 7023	Research Methods II	
MKT 7093	Applied Econometrics in Marketing and Business Research	
MS 7033	Applications in Causal Structural Modeling	
STA 6923	Introduction to Statistical Learning	
STA 7023	Applied Linear Statistical Models	
<b>C. Major Area Coursework</b>		<b>21</b>
1. PhD-Level Courses (12 semester credit hours)		
MKT 7013	Seminar in Marketing Theory	
MKT 7023	Behavioral Seminar I	
MKT 7033	Topics in Strategy Research	
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.		
<b>D. Free elective</b>		<b>3</b>
One course to be approved by the Ph.D. Program Committee. The course may be from within or outside the Carlos Alvarez College of Business and must be at the graduate level.		
<b>E. Doctoral Research (9 semester credit hours)</b>		<b>9</b>
<b>F. Doctoral Dissertation (minimum 12 semester credit hours)</b>		<b>12</b>

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.

**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 5023. Marketing Management. (3-0) 3 Credit Hours.

Prerequisite: 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. (Same as MKT 5023. Credit cannot be earned for both MBA 5313 and MKT 5023.) This course has Differential Tuition.

### 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. This course has Differential Tuition. Course Fee: DL01 \$75.

### 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. This course has Differential Tuition. Course Fee: DL01 \$75.

**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. This course has Differential Tuition.

**MKT 5223. Sports Marketing and Management. (3-0) 3 Credit Hours.**

The sports industry, including team sports, spectator sports, participatory sports, and personal fitness and wellness, will be examined from a marketing perspective. Students will be given extensive instruction about how marketing theories can be applied to sports. An interdisciplinary approach will be used to teach students how to deal with real-world sports marketing issues. Some of the topics that will be covered include: the scope of the sports marketing industry; why corporations want to sponsor sports; why sports teams and organizations need corporate sponsors; how sports organizations engage in cause-related marketing; understanding sport consumers; how to target specific groups of fans; how to brand your sports organization; how to create and implement and evaluate sports marketing campaigns; and how to use a marketing perspective to develop and manage a sports venue. The curriculum will include Case Studies and other resources. This course has Differential Tuition.

**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. This course has Differential Tuition.

**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. This course has Differential Tuition.

**MKT 5373. Marketing Communication for Crisis Management. (3-0) 3 Credit Hours.**

This course will examine crisis planning and crisis communication from a theoretical perspective. It will emphasize how integrated marketing communication tools (i.e., marketing, advertising, branding, social media, public relations, etc.) can strategically be used by corporations and organizations to effectively anticipate potential crises, manage crisis events, and repair reputational damage once the crisis has subsided. Students will be introduced to crisis scenarios facing different types of organizations and businesses using case studies and other resources. The course provides an introduction to the field of crisis management and will be especially useful for mid-level executives and leaders as well as marketing and public relations professionals. This course has Differential Tuition.

**MKT 5383. Sales Management. (3-0) 3 Credit Hours.**

Analysis of the universal sales management functions and decisions made by the sales force manager. Reviews contemporary topics related to managerial ethics and organizational responsibilities, managerial planning, staffing, communicating, leadership, compensation, and evaluating salespeople. This course has Differential Tuition.

**MKT 5443. Integrated Marketing Communications. (3-0) 3 Credit Hours.**

Organizations seek to deepen customer understanding and instill a customer-centric mindset for supreme customer experiences. This course will provide a framework for integrating various marketing strategies for paid, owned, and earned communications plans. Students will learn how to map out the critical points in the customer journey using digital strategies delivering the right message at the precise time with the desired content. You'll be able to combine the appropriate theories and models with practical information to create premium customer experiences and valuable brands. This course has Differential Tuition.

**MKT 5463. Contemporary Leadership Strategies in Sport. (3-0) 3 Credit Hours.**

This course investigates leadership principles associated with the management and business of all aspects of the sport industry including professional, amateur, and college individual and team sports, venue development and management, and the personal fitness and wellness industry. The focus is on teaching principles of leadership theory and practice from a management perspective, and how leadership has been applied throughout the sport industry, both in the United States as well as globally. Students will explore problem-solving and how to serve as a leader in the sports industry; these principles of leadership will also be of value to individuals working in non-sports related settings. The curriculum will include case studies and other resources. This course has Differential Tuition.

**MKT 5533. Global Issues in Sport Management. (3-0) 3 Credit Hours.**

This course focuses on the business of international mega-events related to sport including the Olympics, the FIFA World Cup, the Rugby World Cup, and the Commonwealth games and other events. In addition, the course will also explore the business aspects of domestic sports leagues that are expanding into global markets (e.g., growth of the National Basketball Association in China, National Football League games played in the UK, etc.). The course will cover such topics as global sports fandom, the bidding process for global sport events, the economic impact of global sport, and related topics. The curriculum will include case studies and other resources. This course has Differential Tuition.

**MKT 5623. Sports and Entertainment Venues and Events, Development and Management. (3-0) 3 Credit Hours.**

This course focuses on the leadership required to develop, manage, and market all types of venues used throughout all aspects of the sports and entertainment industry, including stadiums, arenas, golf courses, fitness and wellness centers, and convention centers. Students will learn about the financing, development, and regulations regarding these venues. The course will introduce students to best management practices to manage venues, including issues related to security, crowd control, and the safety of employees and spectators at these venues. Students will learn how to develop, implement, and monitor venue best management practices. The curriculum will include case studies and other resources. This course has Differential Tuition.

**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. This course has Differential Tuition. Course Fee: DL01 \$75.

**MKT 6033. Social Media Marketing. (3-0) 3 Credit Hours.**

Unlock the power of consumer engagement and learn how to ignite a brand preference using social media with the fifth-P of Participation (by consumers). Designed to create effective marketers of the 21st century, the course topics covered will include web 2.0, social media, video strategies, branding architecture, define target markets, conduct a market opportunity analysis (MOA) to improve a company's social media strategy. Students use hands-on tools and case studies while earning industry-recognized certifications. This course has Differential Tuition.

**MKT 6113. Innovation and New Product Development. (3-0) 3 Credit Hours.**

This course provides an in-depth study of innovation and new product development, focusing on strategies to drive value and growth in both new and existing markets. The course introduces a systematic new product development (NPD) framework, covering the entire process from idea generation to commercialization, including key areas such as product design, forecasting, testing, and launch strategies. Students will engage in case studies and hands-on projects, applying both qualitative and quantitative techniques to evaluate and manage the innovation process effectively. This course has Differential Tuition.

**MKT 6243. Digital Marketing Foundations. (3-0) 3 Credit Hours.**

New digital marketing strategies are continuously emerging based on unprecedented access to vast amounts of information. Digital marketing remains one of the most effective ways to effectively increasing a brand's relevance, build customer confidence, and promote your organization's products and services. This intensive course takes a holistic view of digital marketing to leverage website structure, keyword strategies, organic search (SEO), email marketing, paid advertising campaigns (SEM/PPC), website analytics, online reputation management (ORM), mobile marketing. Students use hands-on tools and case studies while earning industry-recognized certifications. This course has Differential Tuition.

**MKT 6473. Data Visualization and Marketing Analytics. (3-0) 3 Credit Hours.**

This course provides students with the skills to analyze and interpret complex marketing data effectively through advanced visualization techniques. Focusing on tools like Tableau, Power BI, and Python, the course enables students to transform raw data into meaningful insights, aiding in strategic marketing decision-making. Topics covered include exploratory data analysis, dashboard creation, customer segmentation, predictive modeling, and performance tracking. After completing this course, students will be able to leverage data visualization to present actionable marketing insights and drive data-driven strategies in real-world business contexts. (Formerly titled "Marketing Innovation and Data Analytics.") This course has Differential Tuition.

**MKT 6703. Capstone Project in Marketing. (3-0) 3 Credit Hours.**

This culminating course integrates and applies the knowledge and skills acquired throughout the marketing program. Students work individually or in teams to develop comprehensive marketing strategies for real-world businesses or case studies or simulations. The course emphasizes critical thinking, data analysis, and creativity, requiring students to conduct market research, identify opportunities, and propose innovative solutions to meet business objectives. By integrating key marketing topics such as marketing principles, consumer behavior, marketing analytics, social media marketing, and digital marketing, this course prepares students for professional success in the dynamic field of marketing. This course has Differential Tuition.

**MKT 6943. Marketing Internship. (0-0) 3 Credit Hours.**

Prerequisite: 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. This course has Differential Tuition.

**MKT 6951. Independent Study. (0-0) 1 Credit Hour.**

Prerequisite: Graduate standing and permission in writing (form available) from 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. This course has Differential Tuition.

**MKT 6953. Independent Study. (0-0) 3 Credit Hours.**

Prerequisite: Graduate standing and permission in writing (form available) from 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. This course has Differential Tuition.

**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). This course has Differential Tuition.

**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. This course has Differential Tuition.

**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. This course has Differential Tuition.

**MKT 6983. Master's Thesis. (0-0) 3 Credit Hours.**

Prerequisite: Permission from 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. This course has Differential Tuition.

**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. This course has Differential Tuition.

**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. This course has Differential Tuition.

**MKT 7033. Topics in Strategy Research. (3-0) 3 Credit Hours.**

Prerequisite: Consent of instructor. Contemporary perspective on theories, concepts, models and paradigms that underlie marketing strategy research. This course has Differential Tuition.

**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. This course has Differential Tuition.

**MKT 7063. Special Topics in Marketing. (3-0) 3 Credit Hours.**

Prerequisite: Consent of instructor. In-depth examination of current topics in marketing research (cross-cultural and international marketing, pricing, etc.). The course may be repeated for credit when topics vary. This course has Differential Tuition.

**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. This course has Differential Tuition.

**MKT 7083. Behavioral Seminar II. (3-0) 3 Credit Hours.**

Prerequisite: Consent of instructor. In-depth examination of current behavioral papers in JCR, JMR, and other Journals. This course has Differential Tuition.

**MKT 7093. Applied Econometrics in Marketing and Business Research. (3-0) 3 Credit Hours.**

Prerequisite: Consent of Instructor. Review of econometric analysis in recent empirical marketing and business research. Primary topics of emphasis include endogeneity and instrumental variable techniques, panel data analysis, systems of equations and simultaneous equations, dichotomous and categorical dependent variables, selection bias, and treatment effects. This course has Differential Tuition.

**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. This course has Differential Tuition.

**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. This course has Differential Tuition.

**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. This course has Differential Tuition.

**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. This course has Differential Tuition.

**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. This course has Differential Tuition.

**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. This course has Differential Tuition.