

Marketing

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The Department of Marketing offers research concentration in Marketing in both the M.B.A. and the Ph.D. programs. Contact the Department Chair for additional information.

The Department of Marketing boasts an internationally diverse, experienced, widely published, and highly involved faculty. Our faculty includes recognized experts in consumer decision-making and behavior, business ethics, and corporate social responsibility. Our programs and courses represent leading-edge thinking and practice. Many of our graduates, in fact, have become successful entrepreneurs in a variety of business arenas – from high tech to motor sport marketing.

The study of marketing involves learning about how best to make a host of key decisions and implement them in an organization. A few of these decisions include:

- What products and services to offer
- Who customers should be
- How to position products/ services relative to those of competitors
- How to design and package the products/services
- Where and how to distribute the products/services
- How to price products/services
- How to advertise and promote products and services

You can study topics like marketing management, market research, consumer behavior, marketing the small business, export marketing, international marketing, marketing channels, retailing management, advertising management, promotional strategy, personal selling, sales management, strategic marketing, management and advanced studies of international marketing, market research, consumer behavior, promotional strategy, and sales management.

Marketing Concentration in the Ph.D. Program

All students are required to complete a minimum of 15 courses in addition to the College Colloquium series. Students concentrating in Marketing must take all seven of the seminars offered by the Marketing Department; these seminars are listed below. In addition, students are required to take a two-course sequence in research methods and between two to four courses in statistics (the number of required courses in statistics depends upon the student's level of statistical knowledge upon entering the program). Other coursework will be selected by the student with the advice and consent of the Department's

Ph.D. Committee. To remain in the program, students are expected to maintain a GPA of 3.5 or better in the seven courses comprising the Marketing concentration. In addition, students are expected to maintain a GPA of 3.3 or better in all of their other coursework.

Required Marketing Seminars

MAR 7667	Seminar in Marketing Management
MAR 7507	Seminar in Consumer Behavior
MAR 7623	Seminar in Marketing Environment
MAR 7246	Seminar in International Marketing
MAR 7652	Seminar in Advertising and Persuasion
MAR 7205	Seminar in Channels of Distribution
MAR 7665	Seminar in Marketing Models

Research Projects

Students are required to complete research projects during the summer semesters following their first and second years in the program. These projects will be supervised by a faculty member.

Because the primary objective of the first summer research project is to enhance a student's skills in executing research, they are not expected to develop new research hypothesis for this first project. Rather, they may simply select an existing hypothesis that has been tested previously and develop and implement a study for testing it that offers a meaningful methodological contribution to the existing literature.

The second summer research project, however, requires the development of an original research hypothesis. This hypothesis should be formulated well in advance of the summer semester so that students have sufficient time to execute the actual studies during the summer term.

For both summer projects, students must submit a written paper and make a presentation to the faculty. Ideally, these papers should be of sufficient quality to merit their submission to a conference and/or academic journal.

At the end of their coursework, students must pass a comprehensive examination designed to assess their level of preparation for dissertation research. This examination will consist of the student preparing a typed proposal that develops an original hypothesis or hypotheses in an area of substantive importance. The proposal also must describe a methodology for testing the hypothesis. The proposal will be evaluated by the Department's Ph.D. Committee.