



## **PROFESSIONAL DOCTORATE OF MARKETING**

As a professional PhD in marketing candidate, you will develop the capability to recognize marketing-related problems, frame these problems into research questions, and address them in a scholarly way.

During the program, you will review, analyze, conduct and publish research. A series of doctoral seminars and research methods courses, as well as participation in active research projects, will prepare you for your research. Additionally, you will develop and hone your teaching skills through assignments as a teaching assistant or instructor.

Each marketing PhD student will receive a comprehensive, broad-based education in marketing concepts and research techniques. Further, students have the ability to specialize in one of three research domains.

- Consumer behavior
- Service strategy
- Quantitative marketing models

Applicants should declare a specialization during the application process. By the end of their first Semester, students will officially commit to one of these three domains.

<b>PROFESSIONAL DOCTORATE OF MARKETING</b>	
<b>DURATION</b>	<b>TWO ACADEMIC YEARS</b>
<b>CREDIT HOURS</b>	<b>36 CREDITS</b>
<b>SUBJECT</b>	<b>CREDIT HOURS</b>
ADVANCED BUSINESS STRATEGY	3
LEADERSHIP AND ORGANIZATIONAL BEHAVIOR	3
ADVANCED FINANCIAL MANGEMENT	3
BRANDING STRATEGY	3
DECISION MAKING PERSPECTIVES ON CONSUMER BEHAVIOR	3
ARTIFICIAL INTELLIGENCE FOR PERFORMANCE MARKETING	3
DATA ANALYTICS FOR BUSINESS DECISION MAKING	3
INTEGRATED MARKETING COMMUNICATIONS AND BRANDING MANAGEMENT	3
MARKETING MANAGEMENT AND STRATEGIES	3
THESIS	9