

BUSINESS: MARKETING, PH.D.

REQUIREMENTS

MINIMUM GRADUATE SCHOOL REQUIREMENTS

Review the Graduate School minimum academic progress and degree requirements (<http://guide.wisc.edu/graduate/#policiesandrequirements>), in addition to the program requirements listed below.

MAJOR REQUIREMENTS

MODE OF INSTRUCTION

Face to Face	Evening/ Weekend	Online	Hybrid	Accelerated
Yes	No	No	No	No

Mode of Instruction Definitions

Accelerated: Accelerated programs are offered at a fast pace that condenses the time to completion. Students typically take enough credits aimed at completing the program in a year or two.

Evening/Weekend: Courses meet on the UW–Madison campus only in evenings and/or on weekends to accommodate typical business schedules. Students have the advantages of face-to-face courses with the flexibility to keep work and other life commitments.

Face-to-Face: Courses typically meet during weekdays on the UW–Madison Campus.

Hybrid: These programs combine face-to-face and online learning formats. Contact the program for more specific information.

Online: These programs are offered 100% online. Some programs may require an on-campus orientation or residency experience, but the courses will be facilitated in an online format.

CURRICULAR REQUIREMENTS

Requirement Detail

Minimum Credit Requirement 51 credits

Minimum Residence Credit Requirement 33 credits

Minimum Graduate Coursework Requirement 26 credits must be graduate-level coursework. Details can be found in the Graduate School's Minimum Graduate Coursework (50%) policy (<https://policy.wisc.edu/library/UW-1244> (<https://policy.wisc.edu/library/UW-1244/>)).

Overall Graduate GPA Requirement 3.20 GPA required.

Other Grade Requirements n/a

Assessments and Examinations Doctoral students are required to take a comprehensive preliminary examination after they have cleared their record of all Incomplete and Progress grades (other than research and thesis). Students must also complete a research project/paper the summer following the students' first year in the program. Students will then present this paper during the fall of their sophomore year. Deposit of the doctoral dissertation in the Graduate School is required.

Language Requirements There are no curricular language requirements for Business Ph.D. students.

Graduate School Breadth Requirement A doctoral minor or graduate/professional certificate is not required; Breadth is achieved in other ways.

REQUIRED COURSES

Code	Title	Credits
Seminar Requirement		
MARKETNG 971	Seminar-Marketing PhD, Contemporary Topics in Marketing ¹	6
MARKETNG 972	Seminar-Marketing PhD, Research Methods in Marketing ¹	6
GEN BUS 933	Beginning a Research Career in Business	1
Breadth Requirement* (see list below for possible course options)		12-16
Additional Coursework		22-26
Students will take additional credits of coursework, decided in consultation with their advisor.		
Total Credits		51

1

Students take each of these seminars twice.

Code	Title	Credits
*Breadth Requirement		
Students complete four courses at the graduate level, either inside or outside the School of Business. These courses will form a coherent topic related to the student's specific research interest and will include at least one course in the methods of data collection and at least one in the methods of data analysis. Students will select these courses in consultation with their advisor. Courses that have fulfilled these requirements in the past include:		
<i>Methods of Data Collection</i>		
ANTHRO 909	Research Methods and Research Design in Cultural Anthropology	3
ART HIST/ AFROAMER 801	Historiography, Theory and Methods in Visual Culture	3
COM ARTS 762	Communication Research Methods	3
COMP SCI/ E C E 760	Machine Learning	3
COMP SCI 766	Computer Vision	3
ED PSYCH 762	Introduction to the Design of Educational Experiments	3

PSYCH 610	Design and Analysis of Psychological Experiments I	4
PSYCH 710	Design and Analysis of Psychological Experiments II	4
MARKETNG 710	Marketing Research	2-3
MARKETNG 805	Qualitatively-Based Marketing Insights	2-3
MARKETNG 815	Marketing Analytics	2-3
SOC 735	Ethnomethodology & Conversation Analysis	3
STAT 771	Statistical Computing	3

Methods of Data Analysis

COMP SCI/ ISY E 719	Stochastic Programming	3
COMP SCI/ISY E/ MATH/STAT 726	Nonlinear Optimization I	3
COMP SCI/ ECE 761	Mathematical Foundations of Machine Learning	3
COMP SCI/ ED PSYCH/ PSYCH 770	Human-Computer Interaction	3
COMP SCI/ECE/ STAT 861	Theoretical Foundations of Machine Learning	3
ECON 700	Mathematics for Economists	3
ECON 701	Microeconomics I	3
ECON 702	Macroeconomics I	3
ECON 704	Econometrics I	3
ECON 705	Econometrics II	3
ECON 706	Econometrics III	3
ECON 708	Microeconomics II	3
ECON 709	Economic Statistics and Econometrics I	3-4
ECON 710	Economic Statistics and Econometrics II	3-4
ECON 711	Economic Theory-Microeconomics Sequence	3
ECON 713	Economic Theory: Microeconomics Sequence	3
ECON 717	Applied Econometrics	3
ECON 761	Industrial Organization Theory	3
ECON 762	Empirical Analysis of Industrial Organization and Public Policy	3
ECON 809	Topics in Microeconomic Theory	1-3
ECON 899	Recent Advances in Economics	1-3
ED PSYCH 711	Current Topics in Educational Psychology	1-3
ED PSYCH 760	Statistical Methods Applied to Education I	3
ED PSYCH 761	Statistical Methods Applied to Education II	3
ED PSYCH 763	Regression Models in Education	3
ED PSYCH 773	Factor Analysis, Multidimensional Scaling and Cluster Analysis	3
ED PSYCH 960	Structural Equation Modeling	3
ED PSYCH 964	Hierarchical Linear Modeling	3

POLI SCI 818	Maximum Likelihood Estimation	3
POLI SCI 919	Seminar-Advanced Methodology	3
SOC 952	Seminar-Mathematical and Statistical Applications in Sociology	3
STAT 609	Mathematical Statistics I	3
STAT 610	Introduction to Statistical Inference	4
STAT/ECON/ GEN BUS 775	Introduction to Bayesian Decision and Control I	3
STAT 849	Theory and Application of Regression and Analysis of Variance I	3

Summer Paper Requirement

Following students' first year in the program, they are required to complete a research project, typically in collaboration with a faculty member. The summer paper should be based on a student's research interests, and it may be empirical or conceptual in nature. The summer paper must be submitted to the doctoral committee no later than August 31. Students will receive written feedback from the committee, including specific comments that will be similar to what they can expect in reviews from journals. Students will present the research to the department during the fall speaker series and receive feedback from the doctoral committee on their progress.