

BUSINESS: MARKETING, PHD

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. Refer to the Graduate School: Minimum Graduate Coursework (50%) Requirement 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 PhD 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.

Breadth Requirement

| Code | Title | Credits |
|---|---|---------|
| 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: | | |
| Methods of Data Collection | | |
| 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/ E C E 766 | Computer Vision | 3 |

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| 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 |

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|---------------------------|---|---|
| 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.