Marketing (PhD)

http://business.uoregon.edu/phd (http://business.uoregon.edu/phd/)
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The Lundquist College of Business Doctoral Program in Marketing develops scholars who will be productive researchers and effective teachers at leading colleges and universities throughout the world.

The program emphasizes training in consumer behavior and marketing strategy, with corresponding support in their cognate disciplines (e.g., psychology, economics, and statistics). It equips students to conduct original research on important problems that are of interest to both academics and practitioners in the field of marketing.

The marketing faculty have received their doctoral training at leading business schools and behavioral science departments. They are active researchers who publish regularly in scholarly marketing journals. Many have served or currently serve on editorial review boards at prominent journals and are widely recognized for their research, including national research excellence awards.

Program Learning Outcomes

Upon successful completion of this program, students will be able to:

- Acquire advanced knowledge relevant to their areas of specialization.
- Develop advanced research skills for their areas of specialization.
- Assume teaching responsibilities at high-quality colleges and universities.
- Successfully graduate and place at high-quality, research-focused colleges and universities.

PhD in Marketing

Code	Title	Credits
Major Area Of Concentration		
Students must take at least 4 PhD seminars and/or Readings courses taught by LCB marketing faculty. Examples include:		
MKTG 687	Theory and Research in Marketing Management	
MKTG 689	Theory and Research in Consumer Behavior	
MKTG 607	Seminar: [Topic] (Marketing, Ethics, and Emotions)	
Statistics & Research Methods		
Students are required to take at least 6 courses in the Statistics/Research Methods area. Examples include:		
PSY 611	Data Analysis I	
PSY 612	Data Analysis II	
PSY 613	Data Analysis III	
EDUC 640	Introductory Statistics for Practitioners II	
JCOM 660	Advanced Research Methods: [Topic] (Text as Data)	
Behavioral Science		
Students are required to take at least 6 courses in the Behavioral Sciences area, incl. 3 outside of LCB. Examples include:		
PSY 558	Decision-Making	
PSY 533	Learning and Memory	
PSY 559	Cultural Psychology	
SOC 613	Advanced Sociological Methods: [Topic] (Social Network Analysis)	
PSY 610	Experimental Course: [Topic] (Advanced Cognitive Neuroscience)	
EC 528	Behavioral and Experimental Economics	
Dissertation		
MKTG 603	Dissertation	
Total Credits [1]		**66**

[1] Students entering with no prior graduate work must take additional credits to reach the University's 81 credit minimum.

Please visit the Marketing PhD Program website (https://business.uoregon.edu/programs/phd/concentrations/marketing/) page for more information.