PhD Requirements: Business Administration, Marketing Concentration

Before Requirements:  
  
**Program Requirements:** Generally, the Ph.D. Program in Business Administration with a Marketing Concentration is comprised of 60 credit hours. Up to 6 credit hours of prior coursework may be applied to the requirements for the Marketing Concentration with the recommendation and consent of the student’s Ph.D. Program Advisory Committee.

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| Marketing Tools  MKTG 6433 Seminar in Research Methods  ISYS 6333 Individual-level Research in IS  12 hours of electives to be determined in consultation with the Ph.D. Program Advisory Committee.  Marketing Core  MKTG 6443 Seminar in Marketing Theory  MKTG 6413 Special Topics in Marketing (must be consumer behavior content)  Supporting Fields 18  Courses for the supporting field requirement are made in consultation with the student’s Ph.D. Program Advisory Committee. All courses taken for the supporting fields must be at the graduate level and/or taken for graduate credit. A minimum of nine hours should be taken in graduate research seminars.  Dissertation 18  A dissertation will be written under the guidance of the marketing faculty. The dissertation committee consists of a minimum of 3 graduate faculty members. One graduate faculty member outside the Marketing Department may be chosen for this committee depending on the dissertation topic.  Total Hours 60 | |  |
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After Requirements:

**Program Requirements:** The Ph.D. Program in Business Administration with a Marketing Concentration is comprised of 60-61 credit hours.

Required Courses (24-25 hours)  
WCOB 6111 Seminar in Business Administration Teaching I (1 hour)\*  
MKTG 6443 Seminar in Marketing Theory (3 hours)  
MKTG 6413 Special Topics in Marketing (3 hours)  
MKTG 636V Special Problems in Marketing (up to 12 hours)  
Supporting Fields Courses (up to 18 hours)\*\*  
  
\*Required for students teaching in the program.  
\*\*Courses for the supporting field requirement are made in consultation with the Doctoral Program Coordinator and/or the student’s Doctoral Program Advisory Committee. All courses taken for the supporting fields must be at the graduate level and/or taken for graduate credit. A minimum of nine hours should be taken in graduate research seminars.

Research Methods Requirements (18 hours)  
MKTG 6433 Seminar in Research Methods (3 hours)  
Electives (15 hours)\*\*\*

\*\*\*To be determined in consultation with the Doctoral Program Coordinator.

Candidacy Exam  
After satisfactory completion of all required course work, each Ph.D. student must pass a written candidacy examination prepared by the Doctoral Program Committee of the Department of Marketing and administered on a date selected by the Doctoral Program Committee. Each student is expected to take the written candidacy exam within 36 months after starting coursework. If the written candidacy examination is failed, it should be retaken within 6 months after the failure on a date selected by the Doctoral Program Committee of the Department of Marketing. If the written exam is failed a second time, and if the Doctoral Program Committee allows a third sitting, the examination must be retaken within 6 months after the second failure. Failure to satisfactorily complete the written candidacy examination results in termination from the program.

Dissertation (18 hours)  
MKTG 700V Doctoral Dissertation

TOTAL: 60-61 hours

\*Students must complete a minimum of 72 graduate credit hours beyond the bachelor’s degree and 42 graduate credit hours beyond the master’s degree. For students who apply to the degree program without a master’s degree, a minimum of 11-12 additional credit hours in consultation with the Doctoral Program Coordinator will be required to fulfill the full degree requirements to include approved graduate courses. Additional hours may be assessed in individual cases to meet specific coursework deficiencies.

For a complete list of University Graduate School and International Education degree requirements, please visit their website at: <http://catalog.uark.edu/graduatecatalog/objectivesandregulations/>