Date Submitted: 11/03/21 11:39 am

Viewing: **MKTGPH : Business Administration (Marketing),** ~~(Marketing & Logistics),~~ **Doctor of Philosophy**

Last approved: 02/04/21 9:12 am

Last edit: 11/03/21 3:22 pm

Changes proposed by: waldie

Catalog Pages Using this Program

[Marketing (MKTG)](#)

Submitter: User ID: waldie ~~calison~~   Phone: **575-2058** ~~575-6731~~

Program Status   Active

Academic Level   Graduate

Type of proposal   Major/Field of Study

Select a reason for this modification
Making Minor Changes to an Existing Certificate or Degree (e.g. changing 15 or fewer hours, changing admission/graduation requirements, adding/changing Focused Study or Track)

Are you adding a concentration?
    No

Are you adding or modifying a track?
    No

Are you adding or modifying a focused study?
    No

Effective Catalog Year   Fall 2022

College/School Code

1. WCOB Dean Initial
2. GRAD Dean Initial
3. Director of Curriculum Review and Program Assessment
4. Registrar Initial
5. Institutional Research
6. MKTG Chair
7. WCOB Curriculum Committee
8. WCOB Faculty
9. WCOB Dean
10. Global Campus
11. Provost Review
12. University Course and Program Committee
13. Graduate Council
14. Faculty Senate
15. Provost Final
16. Registrar Final
17. Catalog Editor Final

Approval Path

1. 09/02/21 11:39 am Alan Ellstrand (aellstra): Approved for WCOB Dean Initial
2. 09/02/21 4:38 pm Jim Gigantino (jgiganti): Approved for GRAD Dean Initial

Walton College of Business (WCOB)

Department Code

Department of Marketing (MKTG)

Program Code   MKTGPH

Degree   Doctor of Philosophy

CIP Code

3. 09/03/21 9:38 am Alice Griffin (agriffin): Rollback to Initiator
4. 11/03/21 12:04 pm Alan Ellstrand (aellstra): Approved for WCOB Dean Initial
5. 11/03/21 2:38 pm Pat Koski (pkoski): Approved for GRAD Dean Initial
6. 11/03/21 3:22 pm Alice Griffin (agriffin): Approved for Director of Curriculum Review and Program Assessment
7. 11/09/21 12:47 pm Gina Daugherty (gdaugher): Approved for Registrar Initial
8. 11/09/21 4:03 pm Doug Miles (dmiles): Approved for Institutional Research
9. 11/10/21 9:23 am Dinesh Gauri (dkgauri): Approved for MKTG Chair
10. 11/11/21 9:12 am Alan Ellstrand (aellstra): Approved for WCOB Curriculum Committee

11. 11/11/21 9:13 am
    Alan Ellstrand
    (aellstra): Approved
    for WCOB Faculty
12. 11/11/21 9:14 am
    Alan Ellstrand
    (aellstra): Approved
    for WCOB Dean
13. 11/11/21 9:34 am
    Suzanne Kenner
    (skenner): Approved
    for Global Campus
14. 11/11/21 10:23 am
    Ketevan
    Mamiseishvili
    (kmamisei):
    Approved for
    Provost Review

History

1. Mar 6, 2018 by
   Charlie Alison
   (calison)
2. May 15, 2018 by
   Charlie Alison
   (calison)
3. May 11, 2020 by
   Karen Boston
   (kboston)
4. Feb 4, 2021 by
   Charlie Alison
   (calison)

52.0201 - Business Administration and Management, General.

Program Title

Business Administration **(Marketing),** ~~(Marketing & Logistics),~~ Doctor of Philosophy

Program Delivery
Method

On Campus

	Is this program interdisciplinary?
No	
	Does this proposal impact any courses from another College/School?
No	
What are the total hours needed to complete the program?	60-61

Program Requirements and Description

Requirements

Admission Requirements: Students must apply to the Graduate School of Business (GSB) and meet the <u>requirements</u> of both Graduate School and International Education and GSB. Students must be admitted by the departmental admissions committee.

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)	
MKTG 636V Special Problems in Marketing (up to 12 hours)	3-12
MKTG 6413 Special Topics in Marketing (must be consumer behavior content)	3
MKTG 6443 Seminar in Marketing Theory	3
WCOB 6111 Seminar in Business Administration Teaching I (Required for students teaching in the program)	1
Supporting Fields Courses	9-18

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 9 hours should be taken in graduate research seminars. Students may complete up to 18 hours.

Research Methods Requirements	
MKTG 6433 Seminar in Research Methods	3
Electives (To be determined in consultation with the Doctoral Program Coordinator)	15
Dissertation	
MKTG 700V Doctoral Dissertation	18
Total Hours	61

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.

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 Graduate School and International Education degree requirements, visit the Objectives and Regulations section of the catalog.

Are Similar Programs available in the area?

No

Estimated Student Demand for Program	NA
Scheduled Program Review Date	2021-2022

Program Goals and Objectives

Program Goals and Objectives
The primary objective of the Ph.D. in marketing is to prepare candidates for careers in research, teaching, and service at universities. Candidates for the Ph.D. in marketing will be exposed to and study a variety of areas within marketing in research methods, quantitative and qualitative analyses, and foundational areas including, but not limited to marketing strategy, marketing theory, marketing communications, consumer behavior, retailing, pricing, sales/sales management, and their area of focus/specialization. NA

Learning Outcomes

Learning Outcomes
Candidates for the Ph.D. in marketing will develop critical thinking skills in marketing as well as the knowledge and ability to contribute to the theoretical and methodological approaches within marketing. In addition, candidates for the Ph.D. in marketing will be able to effectively communicate marketing knowledge to a variety of audiences including other academic researchers, marketing practitioners, and students. NA

Description and justification of the request

Description of specific change	Justification for this change
Updated the admissions paragraph to refer students to a centralized Graduate School of Business catalog page for information. Added the Program Goals and Objectives and Learning Outcomes previously missing from the degree listing.	The Graduate School of Business has standardized a new, central page for all graduate business admission requirements.
Changed title of subplan from Marketing & Logistics to just Marketing. AG	Per request from submitter. This title change only requires campus approval because it is a sub-plan of the program.

Upload attachments

Reviewer Comments

   Alice Griffin (agriffin) (09/03/21 9:26 am): Removed "& Logistics" from program title as requested by submitter. As a sub-plan, this change only requires campus approval.

   Alice Griffin (agriffin) (09/03/21 9:38 am): Rollback: Please insert program goals and student learning outcomes, which should be available from the current AOL for the BADMPH.

   Alice Griffin (agriffin) (11/03/21 3:22 pm): ATTENTION: This minor program change will require campus approval due to the changes to the admission requirements.

Key: 263