

Date Submitted: 10/04/23 3:58 pm

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

Last approved: 11/29/22 4:45 pm

Last edit: 11/07/23 3:21 pm

Changes proposed by: waldie

Catalog Pages Using
this Program
[Marketing.\(MKTG\)](#)

Submitter: User ID: waldie Phone:
575-2058

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, Degree or Program (including 15 or fewer hours, admission/graduation requirements, Focused Studies or Tracks)

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 2024

College/School Code

Walton College of Business (WCOB)

Department Code

Department of Marketing (MKTG)

In Workflow

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. Graduate Council
13. Faculty Senate
14. Provost Final
15. Registrar Final
16. Catalog Editor Final

Approval Path

1. 10/04/23 7:56 pm
Alan Ellstrand
(aellstra): Approved for WCOB Dean Initial
2. 10/06/23 7:25 am
Ed Bengtson
(egbengts): Approved for GRAD Dean Initial
3. 11/01/23 5:50 pm
Lisa Kulczak
(lkulcza): Approved for Director of

Program Code MKTGPH
 Degree Doctor of Philosophy
 CIP Code

Curriculum Review
 and Program
 Assessment
 4. 11/02/23 1:53 pm
 Gina Daugherty
 (gdaugher):
 Approved for
 Registrar Initial
 5. 11/02/23 5:23 pm
 Doug Miles
 (dmiles): Approved
 for Institutional
 Research
 6. 11/03/23 3:43 pm
 Judith Garretson
 Folse (jagfolse):
 Approved for MKTG
 Chair
 7. 11/03/23 4:19 pm
 Alan Ellstrand
 (aellstra): Approved
 for WCOB
 Curriculum
 Committee
 8. 11/03/23 4:19 pm
 Alan Ellstrand
 (aellstra): Approved
 for WCOB Faculty
 9. 11/03/23 4:21 pm
 Alan Ellstrand
 (aellstra): Approved
 for WCOB Dean
 10. 11/03/23 4:44 pm
 Suzanne Kenner
 (skenner): Approved
 for Global Campus
 11. 11/07/23 3:21 pm
 Jim Gigantino
 (jgiganti): Approved
 for Provost Review

12. 11/17/23 3:40 pm

Ed Bengtson
(egbengts):
Approved for
Graduate Council

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)
5. Apr 13, 2022 by
Mike Waldie
(waldie)
6. Nov 29, 2022 by
Gina Daugherty
(gdaugher)

52.0201 - Business Administration and Management, General.

Program Title

Business Administration (Marketing), 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 61 ~~60-61~~
hours needed to

complete the program?

Program Requirements and Description

Requirements

Admission Requirements: Students must apply to the Graduate School of Business (GSB) and meet the [requirements](#) of both the Graduate School and the 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 61 ~~60-61~~ credit hours.

~~Required Courses (24-25 hours)~~

MKTG 636V	Special Problems in Marketing (up to 12 hours)	3- 12
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Required Courses

25

<u>MKTG 6413</u>	Special Topics in Marketing (6 Hours)
<u>MKTG 6443</u>	Seminar in Marketing Theory
<u>BUSI 6111</u>	Seminar in Business Administration Teaching I

~~Supporting Fields Courses~~

~~9-~~
~~18~~

Supporting Fields Courses (15 Hours)*

*Courses for the supporting field requirement are selected in consultation with the Doctoral Program Director and/or the student's Doctoral Advisory Committee. All courses taken for the supporting fields must be at the graduate level.

Research Methods Requirements

18

<u>MKTG 6433</u>	Seminar in Research Methods
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~~Electives (To be determined in consultation with the Doctoral Program Coordinator)~~

~~15~~

Electives (15 Hours)*

*Electives for the research methods requirement are selected in consultation with the Doctoral Program Director and/or the student's Doctoral Advisory Committee. All electives for the research methods requirement must be at the graduate level.

Dissertation

18

<u>MKTG 700V</u>	Doctoral Dissertation
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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.~~ **Candidacy Exam**

Students will be required to take a ~~If the written~~ candidacy examination in the summer following ~~is failed, it should be retaken within 6 months after~~ the second-year coursework as a requirement ~~failure on a date selected by the Doctoral Program Committee of the Ph.D. Department of Marketing: program.~~ Failure to satisfactorily complete ~~the student's major and minor content areas as well as research methods.~~ Students who do not pass their ~~written~~ candidacy examination on results in termination from ~~the first attempt will be given one retake opportunity to be scheduled in consultation with the Doctoral Program Director.~~ Failure to satisfactorily complete the candidacy examination on the second attempt 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 enter apply to the degree program without a master's degree, a minimum of 11 ~~11-12~~ additional credit hours in consultation with the Doctoral Program Director Coordinator will be required to fulfill the full degree requirements. ~~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 2026-2027 ~~2021-~~
Review Date 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.

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.

Description and justification of the request

Description of specific change	Justification for this change
<p>Adjustment of total program hours from 60-61 to clarify BUSI 6111 is required of all students for a total of 61 hours.</p> <p>Deleted MKTG 636V and increased MKTG 6413 from 3 hours to 6 hours.</p> <p>Total required courses number changed from 24-25 to 25 for one hour of total change.</p> <p>Clarified Supporting Fields requirement at 15 hours.</p> <p>Clarified Research Elective requirement at 15 hours.</p> <p>Clarified candidacy exam requirement.</p>	<p>Overall clarification on expectation for special topics, supporting fields, and research methods.</p> <p>Additional clarification on candidacy for transparency with students.</p>

Upload attachments

Reviewer Comments

Lisa Kulczak (lkulcza) (10/05/23 3:28 pm): Per conversation with dean's office, adjusted the total hours needed to complete the program to reflect the information indicated in the Program Requirements and Description block.

Lisa Kulczak (lkulcza) (11/01/23 5:50 pm): Updated next scheduled program review date.
ATTENTION REGISTRAR: Please remove Undergraduate Council from the workflow.

Gina Daugherty (gdaugher) (11/02/23 1:54 pm): Removed Undergraduate Council from workflow.

Jim Gigantino (jgiganti) (11/07/23 3:21 pm): Changed candidacy exam section based on email 11/7/23 from Mike Waldie and Alan Ellstrand. Department approved change