

Doctor of Philosophy

Graduate students in marketing may earn a Doctor of Philosophy in business administration. For a description of the PhD program and requirements, see the PhD in business administration in the catalog and visit the Department of Marketing website.

Applicants must meet the admission requirements of the Graduate College; see the Manual of Rules and Regulations on the Graduate College website.

Learning Outcomes

- To demonstrate proficiency and knowledge in the specialization discipline, students will demonstrate expertise in reading and interpreting academic research articles in their specialized discipline. They will be knowledgeable in the major theoretical perspectives and prior research findings in their area and be able to integrate prior research from various streams of literature.
- To demonstrate the ability to conduct independent, original research that leads to publications, students will be able to identify important research questions, provide theory-based reasoning to develop original hypotheses, execute an appropriate research design, and summarize their efforts in a working paper. This includes being able to read and summarize existing research into their paper and understanding the prior literature in a variety of substantive areas, paradigms, and methodologies.
- To be effective teachers in their disciplines, students will demonstrate proficiency as instructors in courses in their specialized discipline. This includes preparing course syllabi, giving lectures, writing assignments and exams, and evaluating students on the various deliverables.
- To demonstrate effective communication skills, students will be effective at communicating ideas in academic writing and how these ideas relate to each other within the context of an academic paper. This includes the ability to establish a position, show why that position matters, and situate that position within a context that is determined by the appropriate audience. International students will demonstrate the ability to effectively lecture and communicate in English.