

MARKETING PHD

Degree Requirements

The following requirements are in addition to, or further elaborate upon, those requirements outlined in The Graduate School Policy Guide (<https://catalogs.northwestern.edu/tgs/academic-policies-procedures/>).

Requirements can also be found in the *Program Guidelines* for Marketing PhD students issued by the Kellogg School of Management.

Master's

While the goal of our doctoral program is the awarding of a PhD degree, a Master of Science (MS) degree may be awarded to currently enrolled, qualified doctoral students. Students who are continuing for a PhD degree, or students who withdraw from the PhD program, may be considered for a MS degree if they are in good academic standing and have completed 9 graded doctoral courses with a cumulative 3.0 GPA.

PhD

Total Units Required: 18

Students in the PhD Program are required to take 18 courses; however the required and elective courses are different based upon the research track: consumer behavior or quantitative marketing. Refer to the course tables below for each research track.

Consumer Behavior:

Course	Title
MKTG 531-1	Theory Building in Consumer Behavior Research
MKTG 531-2	Methods and Data in Consumer Research
MKTG 531-3	Developing Impactful Consumer Behavior Research
MKTG 540-0	Special Topics in Consumer Research
MKTG 565-0	Marketing Topics: Behavioral and Quantitative Perspectives

Special Note: Students enroll in all the above courses in year one and year two with the exception of MKTG 565-0. MKTG 565-0 is required in year one only.

Quantitative Marketing:

Course	Title
MKTG 551-1	Quantitative Marketing: Introduction to Theory and Empirical Methods
MKTG 551-2	Quantitative Marketing: Statistical Modeling
MKTG 551-3	Quantitative Marketing: Structural Modeling
MKTG 552-0	Topics in Quantitative Marketing
MKTG 565-0	Marketing Topics: Behavioral and Quantitative Perspectives
ECON 410-1	Microeconomics
ECON 410-3	Microeconomics
ECON 480-1	Econometrics
ECON 480-2	Econometrics
ECON 480-3	Econometrics

To fulfill the 18-course requirement, students must register for a minimum of 3 courses in fall, winter, and spring quarters during years one and two. Registration in Independent study (MKTG 499-0) would also

qualify. All elective courses must be approved. Students must maintain a minimum overall GPA of 3.0 to be in good academic standing.

Other PhD Degree Requirements

- **Examinations:** PhD qualifying exam during June of the first year.
- **Research/Projects:** Oral presentation of a research paper at the end of summer in years one and two, at which time the performance on the qualifying exam, coursework, and second-year paper are reviewed and students are passed into candidacy.
- **PhD Dissertation:** Original and significant research; topic and advisor or advisors should be selected in the second year; presentation of preliminary results (prospectus) to their committee no later than the last day of final exams in the fall quarter of their fourth year.
- **Final Evaluations:** Oral final examination on dissertation and submission of an approved dissertation.