Ph.D. in Business Administration-Marketing

Degree Offered

• Doctor of Philosophy

Nature of the Program

The Ph.D. in Business Administration with a major in Marketing is a full-time, residential program that seeks to prepare students to contribute to the marketing discipline though the discovery, development, and dissemination of knowledge. The goal is to strive for continuous improvement in training world-class researchers and college professors who are able to conduct independent, original academic research and teach university-level courses in their major areas of study.

Academic Standards

The following criteria must be met for a student to remain in good standing:

1. Maintain a minimum 3.0 cumulative grade point average in all graduate courses taken at WVU.*
2. Earn grades of “A” or “B” in all graduate courses taken at WVU.*
3. Earn no more than two incomplete grades per semester, barring exceptional circumstances in which a deferment is officially granted by the Ph.D. Program Coordinator.
4. Resolve any incomplete grade in a timely manner.
5. Successfully complete any qualifying/summer papers and/or qualifying exams within the prescribed timeframe.
6. Successfully complete a comprehensive exam within four years of starting the program. Failure to pass the comprehensive exam after two attempts will result in dismissal from the program.
7. Successfully defend a dissertation proposal within five years of matriculation.
8. Successfully defend a dissertation within seven years of matriculation.
9. Attend scholarly presentations and interact as part of the community of scholars.
10. Perform Graduate Assistantship duties in a satisfactory manner (if applicable).
12. Observation of and adherence to WVU's Academic and Professional Standards (http://catalog.wvu.edu/graduate/enrollmentandregistration/#text).
13. Observance of and adherence to the professional standards of the student's home discipline, as defined by the recognized scholarly organization that governs the progression (as identified by the Program Ph.D. Committee)

*Where either of these conditions are not met, the student will be placed on probation and a remediation plan will be developed by the Ph.D. Program Coordinator. Where the conditions of the remediation plan are not met within the prescribed timeline, the student will be dismissed from the program.

Admissions

The following will be considered for admission into the program:

• A completed application received by December 1 is required to be considered for University fellowships. Completed applications received by January 15th of each year will be given full consideration for College fellowships and admission in the succeeding fall semester
• A master’s degree or equivalent from an accredited university
• A statement of purpose regarding the Ph.D. program describing why the applicant is pursuing a Ph.D. in Business Administration and the applicant's career aspirations upon completion of the degree
• A current résumé
• Two letters of reference
• Official copies of all university transcripts with cumulative GPA scores of 3.0 or better on all undergraduate courses and 3.25 on graduate courses (based on U.S. standard of 4.0)
• An official Graduate Management Admissions Test (GMAT) score is preferred; however, in some cases a GRE (Graduate Record Examination) may be accepted. A high GMAT/GRE score is required for admission to the Ph.D Program in Business Administration.
• The John Chambers College of Business and Economics' TOEFL requirement for Ph.D. in Business Administration applicants is higher than the University's. Students whose first language is not English must obtain a score of at least 100 on the TOEFL-ibt (250 under the old computer-based exam or 600 under the paper-based exam) or a score of at least 7.0 on the IELTS test to be admitted to graduate study. Go to www.toefl.org or www.ielts.org to register and find out more about the test. This is a university requirement.
• Applicants who have received a high school diploma or a bachelor’s degree from an accredited college or university in the United States, the United Kingdom, or other predominately English-speaking country usually are exempt from the TOEFL/IELTS requirement. However, applicants only having a master’s degree from one of these countries must still provide acceptable TOEFL or IELTS scores.

The entrance requirements are minimum requirements for regular admission. Since there is limited space in each year’s class, meeting these entrance requirements does not guarantee admission. Applicants will not be accepted on a provisional basis.

Major Code: 2128

Minimum 3.0 GPA required.

Doctor of Philosophy

MAJOR REQUIREMENTS

Research Hours

<table>
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<tr>
<th>Research</th>
<th>MKTG 797</th>
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Marketing Content Courses

| MKTG 710 | Philosophy of Research | 3 |
| MKTG 711 | Advanced Topics in Marketing 1 | 3 |
| MKTG 720 | Seminar in Buyer Behavior | 3 |
| MKTG 721 | Advanced Topics in Marketing 2 | 3 |
| MKTG 730 | Advanced Marketing Research | 3 |
| MKTG 740 | Seminar in Marketing Strategy and Policy | 3 |

Methods and Statistics Courses

| MANG 713 | Structural Equation Modeling | 3 |
| MANG 793 | Special Topics | 3 |
| PSYC 612 | Multivariate Analysis | 3 |
| or STAT 541 | Applied Multivariate Analysis | |
| MANG 711 | Research Methods | 3 |

Minor Area Courses

| Dissertation Proposal Defense | |
| Qualifying Exam | |
| Comprehensive Exam | |
| Dissertation Proposal Defense | |
| Dissertation Defense | |

Total Hours 72

SUGGESTED PLAN OF STUDY

First Year

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<th>Fall Hours</th>
<th>Spring Hours</th>
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<tr>
<td>MKTG 710 3 MKTG 711</td>
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<td>MANG 793 3 MKTG 720</td>
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<td>Elective 3 PSYC 612</td>
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Second Year

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Third Year

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<td>9 MKTG 797</td>
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Fourth Year

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<tr>
<td>Dissertation Defense</td>
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Total credit hours: 72

COURSES

**MKTG 500. Seminar in Marketing. 3 Hours.**

**MKTG 535. Management Distribution Systems. 3 Hours.**

**MKTG 590. Teaching Practicum. 1-3 Hours.**

PR: Consent. Supervised practice in college teaching of business and economics. Note: This course is intended to insure that graduate assistants are adequately prepared and supervised when they are given college teaching responsibility. It will also present a mechanism for students not on assistantships to gain teaching experience. (Grading will be S/U.).

**MKTG 591. Advanced Topics. 1-6 Hours.**

PR: Consent. Investigation of advanced topics not covered in regularly scheduled courses.

**MKTG 592. Directed Study. 1-6 Hours.**

Directed study, reading, and/or research.

**MKTG 593. Special Topics. 1-6 Hours.**

A study of contemporary topics selected from recent developments in the field.

**MKTG 595. Independent Study. 1-9 Hours.**

Faculty supervised study of topics not available through regular course offerings.

**MKTG 596. Advanced Topics. 1-6 Hours.**

PR: Consent. Investigation of advanced topics not covered in regularly scheduled courses.

**MKTG 695. Independent Study. 1-9 Hours.**

Faculty supervised study of topics not available through regular course offerings.

**MKTG 697. Research. 1-9 Hours.**

PR: Consent. Research activities leading to thesis, problem report, research paper or equivalent scholarly project, or a dissertation. (Grading may be S/U.).

**MKTG 698. Thesis or Dissertation. 1-6 Hours.**

PR: Consent. This is an optional course for programs that wish to provide formal supervision during the writing of student reports (698), or dissertations (798). Grading is normal.

**MKTG 699. Graduate Colloquium. 1-6 Hours.**

PR: Consent. For graduate students not seeking coursework credit but who wish to meet residency requirements, use of the University’s facilities, and participate in its academic and cultural programs. Note: Graduate students who are not actively involved in coursework or research are entitled, through enrollment in their department’s 699/799 Graduate Colloquium to consult with graduate faculty, participate in both formal and informal academic activities sponsored by their program, and retain all of the rights and privileges of duly enrolled students. Grading is P/F; colloquium credit may not be counted against credit requirements for masters programs. Registration for one credit of 699/799 graduate colloquium satisfies the University requirement of registration in the semester in which graduation occurs.

**MKTG 700. Seminar on Marketing Theory. 3 Hours.**

Critical review of the literature with an emphasis on evaluating the structure of theories as well as the various schools of marketing thought. Additionally, students develop an understanding of social science and the scientific method.

**MKTG 710. Philosophy of Research. 3 Hours.**

This course provides an overview of the philosophical principles that guide research in organizations, ethical dilemmas and practical relevance of research, and factors that guide the selection of a research design and method of analysis.

**MKTG 711. Advanced Topics in Marketing. 1-3 Hours.**

This seminar involves the study of theory and empirical research as it relates to the following areas in Marketing: channels of distribution, sales and sales management, retail management, and services marketing.

**MKTG 713. Multivariate Data Analysis. 3 Hours.**

PR: MANG 712. This course discusses commonly used techniques (e.g., factor analysis, MANOVA, structural equation modeling) of analyzing multivariate data. The course will help students in choosing the appropriate methods for analyzing data in their own research.
**MKTG 720. Seminar in Buyer Behavior. 3 Hours.**
This course covers buyer behavior theories including information processing, attitude, behavior, decision making, social environment, and potential moderators from positivist and post-positivist perspectives.

**MKTG 721. Advanced Topics in Marketing 2. 3 Hours.**
This seminar further develops students' understanding of marketing theories and empirical research. Topics include pricing, international marketing, brand management, new product management and advertising and promotion.

**MKTG 730. Advanced Marketing Research. 3 Hours.**
PR: MKTG 700 an MKTG 720. This seminar covers common research methods employed in marketing research, including: experimental design, sampling and survey research, measurement, meta-analysis, and validity issues to facilitate students' ability to critique marketing papers and to develop their own research.

**MKTG 740. Seminar in Marketing Strategy and Policy. 3 Hours.**
This seminar is designed to deepen the students’ understanding of marketing strategy, international marketing and public policy in marketing. Topics include: measuring marketing outcomes, competition, foreign market entry mode, country of origin, consumer welfare, and sustainability.

**MKTG 795. Independent Study. 1-9 Hours.**
Faculty-supervised study of topics not available through regular course offerings.

**MKTG 797. Research. 1-9 Hours.**
PR: Consent. Research activities leading to thesis, problem report, research paper or equivalent scholarly project, or a dissertation. (Grading will be S/U).