

Marketing Curriculum

At the Monte Ahuja College of Business, the DBA program in Marketing prepares students for academic careers in marketing at the college or university level or for conducting and managing research in the corporate world. The Marketing doctoral curriculum is intellectually rigorous and covers a broad range of topics in marketing – from theory building and research methodologies to seminars in marketing theory, measurement and scaling, marketing strategy, consumer behavior, and multivariate techniques.

Prerequisites

An MBA degree (or the equivalent) is required, including a strong background in marketing theory, marketing practices, and marketing research. A candidate should have completed the following courses (or their equivalents):

MKT 501	Marketing Theory & Practice
MKT 601	Marketing Management
MKT 602/702	Marketing Research
	<i>At least two of the following:</i>
MKT 603/703	Buyer Behavior
MKT 604/704	Strategic and Tactical Marketing
MKT 607/707	Product Management
MKT 608/708	Global Marketing
MKT 602/702	International Business

DBA Core Courses

- Multivariate Statistical Methods
- Applied Multivariate Statistical Analysis
- Business Research: Analysis and Applications
- Seminar on Business Teaching Methods

Marketing Major Courses

- Doctoral Seminar in Measurement and Scaling
- Doctoral Seminar in Marketing Theory
- Doctoral Seminar in Global Marketing Strategy
- Doctoral Seminar in Marketing Strategy
- Doctoral Seminar in Multivariate Techniques
- Doctoral Seminar in Consumer Behavior
- Doctoral Research in Marketing
- Dissertation Research Seminar
- Current Problems in Marketing

Marketing Electives

- Buyer Behavior
- Strategic and Tactical Marketing
- Product Management

Dissertation Research

- Dissertation

The above represents a sample curriculum for this specialization.

For further information on requirements, please see the Graduate Catalog at <http://catalog.csuohio.edu/> or call the DBA Program at 216.687.3786

