Robert J. Trulaske, Sr.
College of Business
University of Missouri

Department of Marketing

DOCTORAL PROGRAM

GENERAL INFORMATION

Mizzou's Ph.D. in marketing emphasizes the development of research and teaching skills needed to pursue career placement at a research-oriented university. Marketing offers great potential for student specialization and those interested in strategic, behavior, or methodological issues are welcome in our program. The diversity of our faculty members' research interests and expertise with varied research methods enables doctoral students to pursue a wide variety of interests.

The programs require a minimum of 72 semester hours of graduate work beyond the baccalaureate degree. Students entering the program will have completed their baccalaureate degree and, although it is not required, typically will have completed a master's degree. The program is designed to be completed in four years by those with an MBA and graduate-level foundational math/statistics or econometrics coursework; entrants without an MBA or foundational graduate math/statistics or econometrics courses must take additional courses that will usually result in an additional year to complete the program. In our full-time program, students typically work 20 hours/week as a research or teaching assistant during Fall and Spring semesters and receive financial support including a full tuition waiver and fellowships for four years. Acceptance of financial support requires no substantive outside employment.

The Ph.D. in marketing offers small class sizes, marketing doctoral seminars, and a collaborative environment. Students develop skills by working with faculty on research projects and from faculty mentoring. Students also gain valuable experience by teaching undergraduate courses.

ADMISSION

Admission to the Ph.D. program in marketing is selective. Candidates typically have a GMAT score of at least 650 (or GRE equivalent), with satisfactory aptitude in *both* verbal and quantitative elements, and a GPA of 3.3+ in junior, senior, and graduate coursework. Those with a GMAT score of less than 600 (or GRE equivalent) should not apply. An MBA or research-focused graduate degree is strongly preferred, but not required.

Strong applicants have a demonstrated record of academic accomplishment, intellectual curiosity and enthusiasm for discovery, and a general understanding of the demands of a doctoral program. Work experience in business, management, research, or similar endeavors is welcome and desirable but not required. It is strongly preferred that students whose native language is not English either have lived for several years in an English-speaking country or have a baccalaureate or graduate degree from a university where the instructional language is English.

PROGRAM OF STUDY

Overview

A marketing Ph.D. student develops a program of study through discussion with, and subject to the approval of, the student's doctoral advisor and program committee. Coursework in the program includes:

- Business foundation - at least 15 hours. This requirement typically is waived for students with an MBA or prior applicable coursework.

- Marketing concentration - at least 15 hours

- Research support area(s) and research methodology and statistics – total of at least 30 hours. Students often take additional support area, research methodology and statistics courses. The combination of support area(s), research methods and statistics will vary depending on the interests and needs of the student, but one of the following configurations must be achieved:

  o Two 9-hour support areas plus 12 hours in research methodology and statistics -- or
  o One 12-hour support area plus 18 hours in research methodology and statistics.

- Research and professional development discussion seminar – at least 4 hours (enrolled).

- Dissertation research – at least 12 hours.

  The combination of coursework, seminar experience, and dissertation experience is designed to provide students with a sound foundation for a productive career as an academic in marketing.

Business Foundation

All doctoral students in the School of Business must fulfill the following core business requirements. Students with an MBA will typically have these requirements waived.

Required Courses:

ACCT 7310: Accounting for Managers
FIN 7440: Managerial Finance
MKT 7460: Managerial Marketing

Elective Courses: Additional College of Business masters courses that are approved by your Program Committee and Doctoral Coordinator, which must include at least 3 hours of Management coursework.

Marketing Concentration
Students must have completed basic calculus and statistics (equivalent of MATH 1320 & STAT 1400) prior to taking the required MRKTNG 9220 Seminar in Marketing Models. If basic calculus and statistics are lacking, students are strongly encouraged to take STAT 7710 or its equivalent in the summer prior to starting the doctoral program or in the entry Fall semester.

Required Marketing Seminars:

      MRKTNG 9010: Introduction to Research Methods in Marketing
      MRKTNG 9210: Seminar in Marketing Strategy 1
      MRKTNG 9220: Seminar in Marketing Models
      MRKTNG 9230: Seminar in Consumer Behavior
      MRKTNG 92xx: Seminar in Marketing Strategy 2

Marketing Elective:

      MRKTNG 9185: Doctoral Independent Study in Marketing

Courses from other doctoral programs or institutes may qualify for credit subject to the approval of the program committee chair and the doctoral coordinator.

Analytical Tools:

Courses in research methods and statistics are required to provide each doctoral student with a sound foundation in research skills. The requirement includes (a) minimum of 12 hours for students with two support areas or (b) a minimum of 18 hours for students with one support area. Students often take additional analytical skill building courses beyond the minimum, in order to develop depth of knowledge in tools required for their specific research interests.

Required Analytical Marketing Seminars:

      MRKTING 9020: Advanced Research Methods in Marketing
      MRKTING 90xx: Seminar in Applied Multivariate Analysis in Marketing

Sample Analytical Electives:

      CMP SC 7720: Introduction to Machine Learning and Pattern Recognition
      CMP SC 7740: Interdisciplinary Introduction to Natural Language Processing
      CMP SC 7770: Introduction to Computational Intelligence
      CMP SC 8725: Supervised Learning
      CMP SC 8740: Advanced Natural Language Processing
      ECON 7340: Economic Theory of Games
      ECON 7351: Intermediate Microeconomics
      ECON 7355: Industrial Organization and Competitive Strategy
      ECON 7370: Quantitative Economics
      ECON 7371: Introductory Econometrics
      ECON 7775: Dynamic Optimization
      ECON 8340: Game Theory
      ECON 8472: Econometric Methods 1
      ECON 8473: Applied Econometrics
      ESC PS 9720: Hierarchical Linear Modeling
      IMSE 7210: Linear Optimization
      IMSE 8220: Nonlinear Optimization
      IMSE 8230: Stochastic Processes &Models

NURSE 9420: Qualitative Methods
NURSE 9550: Meta-Analysis Research
PSYCH 8710: General Linear Models in Psychology I
PSYCH 8720: General Linear Models in Psychology II
PSYCH 9320: Social Psychology Methodology
PSYCH 9330: Field Research Methods
PSYCH 9520: Psychometrics
PSYCH 9710: Multivariate Statistics in Psychology
SOC 8120: The Logic of Social Research
SOC 9287: Seminar in Qualitative Methods in Sociology
SOC 9288: Ethnographic Fieldwork
STAT 7210: Applied Nonparametric Methods
STAT 7310: Sampling Techniques
STAT 7510: Applied Statistical Models 1
STAT 7530: Analysis of Variance
STAT 7540: Experimental Design
STAT 7710: Introduction to Mathematical Statistics
STAT 7750: Introduction to Probability
STAT 7760: Statistical Inference
STAT 7830: Categorical Data Analysis
STAT 7850: Introduction to Stochastic Processes
STAT 8310: Data Analysis 1
STAT 8320: Data Analysis 2
STAT 8640: Bayesian Analysis 1
STAT 8710: Intermediate Mathematical Statistics 1
STAT 8720: Intermediate Mathematical Statistics 2
STAT 9530: Data Mining and Machine Learning Methods
STAT 9640: Bayesian Analysis 2
STAT 9710: Advanced Mathematical Statistics 1
STAT 9720: Advanced Mathematical Statistics 2

Courses from other doctoral programs or institutes may qualify for credit subject to the approval of the program committee chair and the doctoral coordinator.

Support Areas:

Either (a) two support areas with a minimum of 9 hours each or (b) one support area of at least 12 hours. At least 15 hours must be in 8000- and/or 9000-level courses. Support areas should be selected to provide depth in theory and research appropriate for the research interests of the student. The specific support areas and courses chosen should be customized to achieve the objectives of the Ph.D. candidate.

Typical support areas for students in marketing are economics/econometrics, organizational behavior, social psychology, and statistics, but other areas may be appropriate based on the student's research interests. Sample courses in various support areas include (but are not limited to):

Economics

ECON 7340: Introduction to Game Theory
ECON 7351: Intermediate Microeconomics
ECON 7355: Industrial Organization and Competitive Strategy

ECON 7370: Quantitative Economics
ECON 7371: Introductory Econometrics
ECON 7775: Dynamic Optimization and its Applications to the Natural Sciences and Economics
ECON 8340: Game Theory
ECON 8451: Microeconomic Theory
ECON 8472: Econometric Methods 1
ECON 8473: Applied Econometrics
ECON 9452: Advanced Microeconomic Theory 2
ECON 9471: Advanced Game Theory
ECON 9473: Econometric Theory 2

Management

MGMT 9030: Seminar in Macro Organizational Behavior
MGMT 9040: Seminar in Human Resource Management
MGMT 9060: Seminar in Corporate Strategy
MGMT 9080: Seminar in Entrepreneurship
MGMT 9087: Seminar in Management

Psychology/Social Psychology

PSYCH 8610: Motivation
PSYCH 9310: Theories of Social Psychology
PSYCH 9360: Seminar in Social Psychology

Statistics

STAT 7210: Applied Nonparametric Methods
STAT 7310: Sampling Techniques
STAT 7510: Applied Statistical Models 1
STAT 7530: Analysis of Variance
STAT 7540: Experimental Design
STAT 7710: Introduction to Mathematical Statistics
STAT 7750: Introduction to Probability
STAT 7760: Statistical Inference
STAT 7830: Categorical Data Analysis
STAT 7850: Introduction to Stochastic Processes
STAT 8310: Data Analysis 1
STAT 8320: Data Analysis 2
STAT 8640: Bayesian Analysis 1
STAT 8710: Intermediate Mathematical Statistics 1
STAT 8720: Intermediate Mathematical Statistics 2
STAT 9530: Data Mining and Machine Learning Methods
STAT 8640: Bayesian Analysis 1
STAT 9640: Bayesian Analysis 2
STAT 9710: Advanced Mathematical Statistics 1
STAT 9720: Advanced Mathematical Statistics 2

Courses from other doctoral programs or institutes may qualify for credit subject to the approval of the program committee chair and the doctoral coordinator.

Required Professional Development Seminars

MRKTNG 9101: Current Topics Seminar in Marketing. Students are expected to participate in this one-hour seminar each Fall and Spring semester while in residence at the University of Missouri. They enroll formally in during at least the first two years in the program (total of 4 hours). The seminar is intended to provide an open forum for the exchange of research ideas and the discussion of current topics in marketing. This course is graded S/U.

MRKTNG 9210: Seminar in Academic Writing. Students are expected to participate in this three-hour seminar during the summer after the first academic year. This course focuses on student development of existing in-progress papers, such as those in preparation for the Qualifying Examination. This course is graded S/U.

Dissertation

Following the conclusion of other coursework and successfully passing the comprehensive examination, students enroll in MRKTNG 9090: Dissertation Research until the dissertation is completed. A minimum of 12 hours is required (at least 2 hours each Fall and Spring semester and 1 hour each Summer semester). All students must complete and defend their dissertation within five years from the date of satisfactory completion of the comprehensive examination.

OTHER REQUIREMENTS AND EVALUATIVE COMPONENTS

Annual Reviews of Satisfactory Performance and Progress

Every marketing doctoral student will compile a Portfolio of Academic Progress, adding to it and updating it each semester. This facilitates performance reviews.

Initial mid-year review and special reviews:
- All first year Ph.D. students are reviewed at the end of their first semester in the program.
- At the discretion of the student's program committee and the doctoral coordinator, additional intermediate reviews may be conducted at other points in time when there is concern that satisfactory progress is not being achieved.

Guidelines for *annual reviews* are as follows:
- All Ph.D. students, both on and off campus, will be evaluated annually at the end of each Spring Semester. During April of each year, the College Graduate Studies Office will notify Ph.D. students and committee chairs that annual evaluations are due in June.
- The evaluation is coordinated by the student's doctoral program committee. Participating in the review are members of the program committee and others who may be working with the student, e.g., supervisor of the student's TA or RA assignments, or course instructors.
- The specific procedure employed is up to the individual coordinating the evaluation, but the evaluation will include coursework, research, and/or teaching effectiveness as appropriate.

- The procedure included feedback provided to the student and a written evaluation signed by both the evaluator and the student. The student will be apprised of his/her progress, including feedback from course work taken, teaching evaluations, and/or research assistantship evaluations. Development plans will be created in areas where the student may need assistance.
- Failure to attain satisfactory performance and progress will lead to probation in accord with MU Graduate School guidelines.

Research and Teaching Assistant Assignments

Assistantships are contingent on satisfactory performance in the doctoral program.

Research:

The primary objective of the Ph.D. program is to train candidates to become proficient researchers. Through course work and other activities, students develop skills in various areas such as literature review and critique, theoretical modeling, research design, computer assisted empirical analysis, and preparation of proposals and research papers. Students are encouraged and supported to engage in research activities in collaboration with faculty, other students, and independently. During the fall and spring semesters of the first two years in the doctoral program, students typically will be assigned as research assistants to faculty members (20 hours per week, usually 10 hours per week for two faculty members).

Teaching:

Another important objective of the Ph.D. program is to provide candidates with the opportunity to develop classroom instructional skills. To achieve this objective, students participate in various activities. All students are assigned undergraduate teaching responsibilities while in the doctoral program. Usually, this includes four semesters of direct classroom experience, with the student responsible for planning, conducting, and administering one section of an undergraduate course per semester. In preparation for the teaching experience, Ph.D. students are encouraged to visit classes to observe teaching methods; interact with faculty to become familiar with course material and presentation; and attend various teaching activities sponsored by their department, the College, and the University.

In accord with University policy, all international students must achieve Level 4 on an oral language proficiency screening prior to classroom teaching. In the Trulaske College of Business, Level 4 must be achieved by the end of the student's second year in the program. Failure to do so prevents receipt of teaching assistantship funding and is grounds for dismissal.

In accord with University policy, prior to classroom teaching, all international students must achieve and MU ITAP Proficiency Level 4, TOEFL Speaking Score of 28+, or IELTS Speaking Score of 8.5+. In the Trulaske College of Business, one of these criteria must be achieved by the end of the student's second year in the program. Failure to do so impedes teaching assistantship funding and can be grounds for dismissal.

Qualifying Examination

Every marketing doctoral student is required to complete a qualifying examination in the summer after the first fall and spring semesters in the program. The first component is a comprehensive evaluation of overall performance in coursework and RA assignments and participation in formal and informal doctoral program elements. The second component is a first-year project/paper addressing a scholarly research topic in marketing consisting of two major parts: a written prospectus outlining planned research and development of a paper suitable for submission to a conference or journal. The details regarding this project are described in the

department's Qualifying Examination Policy. This project promotes early research engagement and is a means to evaluate the student's possession of skills that are critical for successful completion of the doctoral program.

Ongoing Research and Scholarship

Students are expected to pursue their own research projects in conjunction with faculty, other doctoral students, or independently. They are expected to keep abreast of current developments by reading marketing and other publications and attending appropriate conferences. Presentation of scholarly research at national conferences and/or preparation of articles for publication in marketing journals is expected. Research funds are available to cover some of the expenses of these research projects and collaboration with faculty generally results in additional faculty support and funding for research projects.

Comprehensive Examination

Every marketing doctoral student must pass the comprehensive examination following the completion of required marketing coursework. Typically, the comprehensive examination is taken after the first two full years in the marketing doctoral program. The examination consists of a written paper and a subsequent oral examination, as detailed in the department's Comprehensive Examination policy.

Dissertation Proposal Defense and Dissertation Defense

A dissertation is required to complete the doctoral program. Each student, working under the supervision of the doctoral program committee chair, must propose an original scholarly research project. Ideally, the dissertation proposal is defended at the end of the third year of the program in an oral presentation. The committee chair and committee may require a written component for the proposal as well. The proposal must be approved formally by the student's program committee.

Following completion of the research, the written dissertation must be orally defended and approved by the student's program committee.