

# MARKETING, PHD

The Wharton doctoral program offers students an unmatched interdisciplinary environment within which to generate creative ideas and hypotheses and to develop the analytic skills to evaluate them.

Faculty members are active in diverse research areas that connect to initiatives and centers both within Wharton more broadly, and other departments within the university.

**For more information:** <https://marketing.wharton.upenn.edu/program-requirements/>

**For more information about the Joint Doctoral Degree in Marketing and Psychology:** <https://marketing.wharton.upenn.edu/joint-doctoral-degree-in-marketing-and-psychology/>

View the University's Academic Requirements for PhD Degrees (<http://catalog.upenn.edu/pennbook/academic-rules-phd/>).

## Required Courses

The Ph.D. program in Marketing is based on the completion of the dissertation as well as a minimum of 17 graduate level course units.

Code	Title	Course Units
<b>MAJOR FIELD COURSES</b>		
<i>Marketing Courses</i>		
Complete the following 4.0 course units:		4
MKTG 940	Measurement and Data Analysis in Marketing - Part A	
MKTG 941	Measurement and Data Analysis in Marketing - Part B	
MKTG 942	Research Methods in Marketing - Part A	
MKTG 943	Research Methods in Marketing - Part B	
MKTG 971	Advanced Topics in Marketing - Part A	
MKTG 972	Advanced Topics in Marketing - Part B	
MKTG 973	Research Seminar in Marketing - Part A	
MKTG 974	Research Seminar in Marketing - Part B	
Select from either the Consumer Behavior or Quantitative Tracks:		3
<i>Consumer Behavior</i>		
Complete the following 3.0 course units:		
MKTG 950	Judgment and Decision Making Perspectives on Consumer Behavior - Part A	
MKTG 951	Judgment and Decision Making Perspectives on Consumer Behavior - Part B	
MKTG 952	Information Processing Perspectives on Consumer Behavior - Part A	
MKTG 953	Information Processing Perspectives on Consumer Behavior - Part B	
MKTG 954	Economic/OR Models of Marketing - Part A	
MKTG 956	Empirical Models in Marketing - Part A	
<i>Quantitative</i>		
Complete the following 3.0 course units:		

MKTG 950	Judgment and Decision Making Perspectives on Consumer Behavior - Part A	
MKTG 952	Information Processing Perspectives on Consumer Behavior - Part A	
MKTG 954	Economic/OR Models of Marketing - Part A	
MKTG 955	Economic/OR Models of Marketing - Part B	
MKTG 956	Empirical Models in Marketing - Part A	
MKTG 957	Empirical Models in Marketing - Part B	
<b>BASIC COURSES</b>		
<i>Economics Requirement</i>		
Select one of the following course combinations:		1-2
ECON 701 & ECON 703	Microeconomic Theory I and Microeconomic Theory II	
ECON 681 & ECON 682	Microeconomic Theory and Game Theory and Applications.	
BEPP 950	Managerial Economics	
<i>Statistics Requirement</i>		
Select one of the following course combinations:		2
STAT 500 & STAT 501	Applied Regression and Analysis of Variance and Introduction to Nonparametric Methods and Log-linear Models	
or PSYC 611 & PSYC 612	Applied Regression and Analysis of Variance and Introduction to Nonparametric Methods and Log-linear Models	
STAT 515 & STAT 516	Advanced Statistical Inference I and Advanced Statistical Inference II	
STAT 520 & STAT 521	Applied Econometrics I and Applied Econometrics II	
STAT 970 & STAT 971	Mathematical Statistics and Introduction to Linear Statistical Models	
ECON 705 & ECON 706	Econometrics I: Fundamentals and Econometrics II: Methods & Models	
SOCI 536 & STAT 501	Quantitative Methods in Sociology II and Introduction to Nonparametric Methods and Log-linear Models	
<b>COURSES IN A RELATED FIELD</b>		
Select six course units (or seven course units if taking BEPP 950) to satisfy the Economics requirements)		6-7
Total Course Units		17

The degree and major requirements displayed are intended as a guide for students entering in the Fall of 2020 and later. Students should consult with their academic program regarding final certifications and requirements for graduation.

## Sample Sequence Quantitative Track\*

Code	Title	Course Units
<b>First Year</b>		
<i>Fall</i>		
MKTG 942	Research Methods in Marketing - Part A	

MKTG 943	Research Methods in Marketing - Part B
MKTG 950	Judgment and Decision Making Perspectives on Consumer Behavior - Part A
MKTG 973	Research Seminar in Marketing - Part A
Economics Requirement	
Statistics Requirement	
<i>Spring</i>	
MKTG 940	Measurement and Data Analysis in Marketing - Part A
MKTG 941	Measurement and Data Analysis in Marketing - Part B
MKTG 952	Information Processing Perspectives on Consumer Behavior - Part A
MKTG 954	Economic/OR Models of Marketing - Part A
MKTG 955	Economic/OR Models of Marketing - Part B
MKTG 956	Empirical Models in Marketing - Part A
MKTG 957	Empirical Models in Marketing - Part B
Statistics Requirement	
<i>Summer</i>	
Marketing Preliminary Exam	
First Year Research Paper	
<b>Second Year</b>	
<i>Fall</i>	
MKTG 971	Advanced Topics in Marketing - Part A
Electives	
Research Paper	
<i>Spring</i>	
MKTG 972	Advanced Topics in Marketing - Part B
MKTG 974	Research Seminar in Marketing - Part B
Economics Requirement	
Electives	
Research	
<b>Third Year</b>	
MKTG 995	Dissertation
Directed Reading & Research	
Admission to Candidacy	
Formulation of Research Topic	
<b>Fourth Year</b>	
MKTG 995	Dissertation
Continued Research	
Oral Examination	

\* The exact sequence can vary from student to student. For example, students may select different economics and statistics sequences to best meet their personal needs.

## Sample Sequence Consumer Behavior Track\*

Code	Title	Course Units
<b>First Year</b>		
<i>Fall</i>		

MKTG 942	Research Methods in Marketing - Part A
MKTG 943	Research Methods in Marketing - Part B
MKTG 950	Judgment and Decision Making Perspectives on Consumer Behavior - Part A
MKTG 951	Judgment and Decision Making Perspectives on Consumer Behavior - Part B
MKTG 971	Advanced Topics in Marketing - Part A
Statistics Requirement	
<i>Spring</i>	
MKTG 940	Measurement and Data Analysis in Marketing - Part A
MKTG 941	Measurement and Data Analysis in Marketing - Part B
MKTG 952	Information Processing Perspectives on Consumer Behavior - Part A
MKTG 953	Information Processing Perspectives on Consumer Behavior - Part B
MKTG 954	Economic/OR Models of Marketing - Part A
MKTG 956	Empirical Models in Marketing - Part A
MKTG 972	Advanced Topics in Marketing - Part B
Statistics Requirement	
<i>Summer</i>	
Marketing Preliminary Exam	
First Year Research Paper	
<b>Second Year</b>	
<i>Fall</i>	
MKTG 973	Research Seminar in Marketing - Part A
BEPP 950	Managerial Economics
Electives	
Research Paper	
<i>Spring</i>	
MKTG 974	Research Seminar in Marketing - Part B
Electives	
Research	
<i>Summer</i>	
Second Year Research Paper	
<b>Third Year</b>	
MKTG 995	Dissertation
Directed Reading & Research	
Admission to Candidacy	
Formulation of Research Topic	
<b>Fourth Year</b>	
MKTG 995	Dissertation
Continued Research	
Oral Examination	

\* The exact sequence can vary from student to student. For example, students may select different economics and statistics sequences to best meet their personal needs.