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 Rules for PhD Programs (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 15 graduate level course units.

#### MAJOR FIELD COURSES

**Marketing Courses**

Complete the following 2.0 course units:

- MKTG 9400 Measurement and Data Analysis in Marketing - Part A
- MKTG 9410 Measurement and Data Analysis in Marketing - Part B
- MKTG 9420 Research Methods in Marketing - Part A
- MKTG 9430 Research Methods in Marketing - Part B

Select from either the Consumer Behavior or Quantitative Tracks:

#### Consumer Behavior

Complete the following 3.0 course units:

- MKTG 9500 Judgment and Decision Making Perspectives on Consumer Behavior - Part A
- MKTG 9510 Judgment and Decision Making Perspectives on Consumer Behavior - Part B
- MKTG 9520 Information Processing Perspectives on Consumer Behavior - Part A
- MKTG 9530 Information Processing Perspectives on Consumer Behavior - Part B
- MKTG 9540 Economic/OR Models of Marketing - Part A
- MKTG 9560 Empirical Models in Marketing - Part A

#### Quantitative

Complete the following 3.0 course units:

- MKTG 9500 Judgment and Decision Making Perspectives on Consumer Behavior - Part A
- MKTG 9520 Information Processing Perspectives on Consumer Behavior - Part A

**Economics Requirement**

Select one of the following course combinations:

- ECON 7100 Microeconomic Theory I
- ECON 7110 Microeconomic Theory II
- ECON 6100 Microeconomic Theory
- ECON 6110 and Game Theory and Applications.
- BEPP 9500 Managerial Economics

**Statistics Requirement**

Select one of the following course combinations:

- STAT 5050 & STAT 5060 Applied Regression and Analysis of Variance and Introduction to Nonparametric Methods and Log-linear Models
- ECON 6110 & PSYC 6120 Applied Regression and Analysis of Variance & PSYC 6120 and Introduction to Nonparametric Methods and Log-linear Models
- STAT 5150 & STAT 5160 Advanced Statistical Inference I and Advanced Statistical Inference II
- STAT 5250 & STAT 5260 Applied Econometrics I and Applied Econometrics II
- STAT 5700 & STAT 5710 Mathematical Statistics and Introduction to Linear Statistical Models
- ECON 7300 & ECON 7310 Econometrics I: Fundamentals and Econometrics II: Methods & Models
- BEPP 9500 & STAT 5110 Quantitative Methods I and Introduction to Nonparametric Methods and Log-linear Models
- BEPP 9500 & STAT 5120 Quantitative Methods II and Introduction to Nonparametric Methods and Log-linear Models

**COURSES IN A RELATED FIELD**

Select six course units (or seven course units if taking BEPP 9500) to satisfy the Economics requirements)

**Total Course Units**: 15

The degree and major requirements displayed are intended as a guide for students entering in the Fall of 2022 and later. Students should consult with their academic program regarding final certifications and requirements for graduation.

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### Sample Sequence Quantitative Track*

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Course Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKTG 9420</td>
<td>Research Methods in Marketing - Part A</td>
<td></td>
</tr>
<tr>
<td>MKTG 9430</td>
<td>Research Methods in Marketing - Part B</td>
<td></td>
</tr>
<tr>
<td>MKTG 9500</td>
<td>Judgment and Decision Making Perspectives on Consumer Behavior - Part A</td>
<td></td>
</tr>
</tbody>
</table>

#### Economics Requirement

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Statistics Requirement

**Spring**

- MKTG 9400  Measurement and Data Analysis in Marketing - Part A
- MKTG 9410  Measurement and Data Analysis in Marketing - Part B
- MKTG 9520  Information Processing Perspectives on Consumer Behavior - Part A
- MKTG 9540  Economic/OR Models of Marketing - Part A
- MKTG 9550  Economic/OR Models of Marketing - Part B
- MKTG 9560  Empirical Models in Marketing - Part A

Statistics Requirement

**Summer**

- Marketing Preliminary Exam
- First Year Research Paper

**Second Year**

**Fall**

- Electives
- Research Paper

**Spring**

- MKTG 9570  Empirical Models in Marketing - Part B

Electives

**Research**

**Third Year**

- MKTG 9950  Dissertation
- Directed Reading & Research
- Admission to Candidacy
- Formulation of Research Topic

**Fourth Year**

- MKTG 9950  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.

**New Footnote**

MKTG 9550 and MKTG 9570 are offered every other year. Students should take them when offered.

**Sample Sequence Consumer Behavior Track**

**First Year**

**Fall**

- MKTG 9420  Research Methods in Marketing - Part A
- MKTG 9430  Research Methods in Marketing - Part B
- MKTG 9500  Judgment and Decision Making Perspectives on Consumer Behavior - Part A

**Statistics Requirement**

**Spring**

- MKTG 9400  Measurement and Data Analysis in Marketing - Part A
- MKTG 9410  Measurement and Data Analysis in Marketing - Part B
- MKTG 9520  Information Processing Perspectives on Consumer Behavior - Part A
- MKTG 9540  Economic/OR Models of Marketing - Part A
- MKTG 9550  Economic/OR Models of Marketing - Part B
- MKTG 9560  Empirical Models in Marketing - Part A

**Statistics Requirement**

**Summer**

- Marketing Preliminary Exam
- First Year Research Paper

**Second Year**

**Fall**

- BEPP 9500  Managerial Economics
- Electives
- Research Paper

**Spring**

- MKTG 9530  Information Processing Perspectives on Consumer Behavior - Part B

Electives

**Research**

**Summer**

- Second Year Research Paper

**Third Year**

- MKTG 9950  Dissertation
- Directed Reading & Research
- Admission to Candidacy
- Formulation of Research Topic

**Fourth Year**

- MKTG 9950  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.

**New Footnote**

MKTG 9510 and MKTG 9530 are offered every other year. Students should take them when offered.