

# 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 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.

Code	Title	Course Units
<b>MAJOR FIELD COURSES</b>		
<i>Marketing Courses</i>		
Complete the following 2.0 course units:		2
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:		3
<i>Consumer Behavior</i>		
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	Contemporary Topics in Consumer Research - Part A	
MKTG 9530	Contemporary Topics in Consumer Research - Part B	
MKTG 9540	Economic/OR Models of Marketing - Part A	
MKTG 9560	Empirical Models in Marketing - Part A	
<i>Quantitative</i>		
Complete the following 3.0 course units:		
MKTG 9500	Judgment and Decision Making Perspectives on Consumer Behavior - Part A	
MKTG 9520	Contemporary Topics in Consumer Research - 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	
MKTG 9570	Empirical Models in Marketing - Part B	
<b>BASIC COURSES</b>		
<i>Economics Requirement</i>		
Select one of the following course combinations:		1-2
ECON 7100 & ECON 7110	Microeconomic Theory I and Microeconomic Theory II	
ECON 6100 & ECON 6110	Microeconomic Theory and Game Theory and Applications	
BEPP 9500	Managerial Economics	
<i>Statistics Requirement</i>		
Select one of the following course combinations:		2
STAT 5000 & STAT 5010	Applied Regression and Analysis of Variance and Introduction to Nonparametric Methods and Log-linear Models	
or PSYC 6110 & PSYC 6120	Applied Regression and Analysis of Variance and Introduction to Nonparametric Methods and Log-linear Models	
STAT 5150 & STAT 5160	Advanced Statistical Inference I and Advanced Statistical Inference II	
STAT 5200 & STAT 5210	Applied Econometrics I and Applied Econometrics II	
STAT 9700 & STAT 9710	Mathematical Statistics and Introduction to Linear Statistical Models	
ECON 7300 & ECON 7310	Econometrics I: Fundamentals and Econometrics II: Methods & Models	
SOCI 5351 & STAT 5010	Quantitative Methods 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 9500) to satisfy the Economics requirements)		6-7
<b>Total Course Units</b>		<b>15</b>

The degree and major requirements displayed are intended as a guide for students entering in the Fall of 2023 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 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
Economics Requirement	
Statistics Requirement	
<i>Spring</i>	
MKTG 9400	Measurement and Data Analysis in Marketing - Part A
MKTG 9410	Measurement and Data Analysis in Marketing - Part B
MKTG 9520	Contemporary Topics in Consumer Research - 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	
<i>Summer</i>	
Marketing Preliminary Exam	
First Year Research Paper	
<b>Second Year</b>	
<i>Fall</i>	
Electives	
Research Paper	
<i>Spring</i>	
MKTG 9570	Empirical Models in Marketing - Part B
Economics Requirement	
Electives	
Research	
<b>Third Year</b>	
MKTG 9950	Dissertation
Directed Reading & Research	
Admission to Candidacy	
Formulation of Research Topic	
<b>Fourth Year</b>	
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.

MKTG 9540 and MKTG 9570 are offered every other year. Students should take them when offered.

## Sample Sequence Consumer Behavior Track\*

Code	Title	Course Units
<b>First Year</b>		
<i>Fall</i>		
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
MKTG 9510	Judgment and Decision Making Perspectives on Consumer Behavior - Part B
Statistics Requirement	
<i>Spring</i>	
MKTG 9400	Measurement and Data Analysis in Marketing - Part A
MKTG 9410	Measurement and Data Analysis in Marketing - Part B
MKTG 9520	Contemporary Topics in Consumer Research - Part A
MKTG 9540	Economic/OR Models of Marketing - Part A
MKTG 9560	Empirical Models in Marketing - Part A
Statistics Requirement	
<i>Summer</i>	
Marketing Preliminary Exam	
First Year Research Paper	
<b>Second Year</b>	
<i>Fall</i>	
BEPP 9500	Managerial Economics
Electives	
Research Paper	
<i>Spring</i>	
MKTG 9530	Contemporary Topics in Consumer Research - Part B
Electives	
Research	
<i>Summer</i>	
Second Year Research Paper	
<b>Third Year</b>	
MKTG 9950	Dissertation
Directed Reading & Research	
Admission to Candidacy	
Formulation of Research Topic	
<b>Fourth Year</b>	
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.

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