# BUSINESS ADMINISTRATION: MARKETING, PHD

## Requirements for Students Matriculating in or before Academic Year 2019-2020.
Learn more about Graduate College Academic Regulation 7.0 (http://catalog.okstate.edu/graduate-college).

### Total Hours: 60 Hours (Beyond the Master’s Degree)

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKTG 6413</td>
<td>Advanced Marketing Research</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 6913</td>
<td>Measurement and Experimental Design</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 6323</td>
<td>Seminar in Advanced Consumer Behavior</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 6513</td>
<td>Seminar in Marketing Theory</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 6683</td>
<td>Seminar in Marketing Strategy</td>
<td>3</td>
</tr>
</tbody>
</table>

**Hours Subtotal**: 15

**Electives**: 27 hours of electives

**Required Electives**

- MKTG 6100 Advanced Seminar in Marketing
- BADM 6100 Seminar in Business Administration
- MSIS 6343 Advanced Methods in MSIS Research

**Additional electives chosen in consultation with adviser**

### Dissertation

- Select 18 hours of dissertation

**Hours Subtotal**: 18

**Total Hours**: 60

---

### General Graduate College Requirements

- A minimum Grade-Point-Average of 3.00 is required
- A minimum Grade of “C” is required in all degree applicable courses
- No courses utilizing the Pass-No Pass grading system are permitted
- GRAD 5082 or GRAD 5092 may not be used to meet degree requirements

### Additional Doctor of Philosophy (PhD.) Requirements

- 90 credits beyond the Bachelor’s degree, 60 credits beyond the Master’s degree are required
- At least seventy-five percent of coursework on the Plan of Study must include 5000 and 6000 level courses
- A minimum of 15 hours at the 6000 level with a grade of SR for the doctoral dissertation must be complete. The maximum number of dissertation hours (6000 with a grade of SR) permissible on a Plan of Study must not exceed three-fourths of the total credit hours in the approved graduate degree program
- Credit for all courses on a graduate Plan of Study must have been awarded within 10 years of completion of all degree requirements
- A minimum of 30 in-residence credit hours are required
- Non-Course requirements:
  - Doctoral Candidacy
  - Dissertation Defense
  - Dissertation Submission/Approval

---

### Total Hours: 90 Hours (Beyond the Bachelor’s Degree)

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKTG 6413</td>
<td>Advanced Marketing Research</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 6913</td>
<td>Measurement and Experimental Design</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 6323</td>
<td>Seminar in Advanced Consumer Behavior</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 6513</td>
<td>Seminar in Marketing Theory</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 6683</td>
<td>Seminar in Marketing Strategy</td>
<td>3</td>
</tr>
</tbody>
</table>

**Hours Subtotal**: 15

**Electives**: 57 hours of electives

**Required Electives**

- MKTG 6100 Advanced Seminar in Marketing
- BADM 6100 Seminar in Business Administration
- MSIS 6343 Advanced Methods in MSIS Research

**Additional electives chosen in consultation with adviser**

**Hours Subtotal**: 57

**Dissertation**

- Select 18 hours of dissertation

**Hours Subtotal**: 18

**Total Hours**: 90