

# BUSINESS ADMINISTRATION: MARKETING, PHD

## Requirements for Students Matriculating in or before Academic Year

**2023-2024.** Learn more about Graduate College Academic Regulation 7.0 (<http://catalog.okstate.edu/graduate-college/#70>).

**Total Hours:** 60 (Beyond the Master's Degree)

Code	Title	Hours
<b>Research Methods</b>		
MKTG 6413	Advanced Marketing Research	3
MKTG 6913	Measurement and Experimental Design	3
MKTG 6323	Seminar in Advanced Consumer Behavior	3
MKTG 6513	Seminar in Marketing Theory	3
MKTG 6683	Seminar in Marketing Strategy	3
<b>Hours Subtotal</b>		<b>15</b>
<b>Electives</b>		
27 hours of electives		27
<i>Required Electives</i>		
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 advisor		
<b>Dissertation</b>		
Select 18 hours of dissertation		18
<b>Hours Subtotal</b>		<b>45</b>
<b>Total Hours</b>		<b>60</b>

## Graduate College Doctor of Philosophy (PhD) Requirements

Learn more about Graduate College 2023-2024 Doctor of Philosophy (PhD) Degree Program Requirements (<http://catalog.okstate.edu/graduate-college/>). Check the General Graduate College academic regulations for minimal GPA, language proficiency and other general requirements.