

MARKETING CURRICULUM

DEPARTMENT CHAIR

Shuba Srinivasan

PHD PROGRAM LIAISON

Anat Keinan

COURSE REQUIREMENTS

Required coursework as per the Questrom program requirements can be found here and in more detail on page 4 of the Handbook. After passing the comprehensive exam, students must register for *DS 999* each semester until graduation. The PhD liaison enters a "J" for each semester.

Marketing Specific Requirements

All students must take the following 5 major area course:

- **MK 914** Seminar in Consumer Behavior
- **MK 915** Consumer Behavior II
- **MK 927** Marketing Management and the Customer-Focused Firm
- **MK 929** Marketing Management and the Customer-Focused Firm II
- **MK 928** Mathematical Modeling in Marketing (Harvard **MM 4660** Marketing Models or MIT **15.838** Research Seminar in Marketing can substitute)

Students are required to take 6 research methodology courses. All students must take:

- **DS 906** Philosophy of Science and Research

Quantitative students must select 5 from the following list:

- **DS 913** Experimental Design and Methods (BU Questrom)
- **DS 925** Casual Inference for Management Research (BU Questrom)
- **CS542** Machine Learning (BU Computer Science)
- **EC 701** Macroeconomic Theory 1 (BU Econ)
- **EC 702** Microeconomic Theory 2 (BU Econ)
- **EC 707** Advanced Stats for Economics (BU Econ)
- **ECON 2120** Principles of Econometrics (Harvard Econ)
- **ECON 2140** Econometric Methods (Harvard Econ)
- **MIT 14.380/1/2** Statistical Methods in Economics (MIT)
- **MIT 14.387** Econometrics II (MIT Econ)
- **IT 15.579** Applied Network Theory and Analysis (MIT Sloan)

COURSE REQUIREMENTS

Behavioral students must select 5 from the following list:

- **DS 913** Experimental Design and Methods
(BU Questrom)
- **PS 711** Stats in Psychology I
(BU Psychology)
- **PS 712** Stats in Psychology I
(BU Psychology)
- **MA 614** Statistical Methods
(BU Math & Statistics)
- **MA 615** Data Science in R
(BU Math & Statistics)
- **MA 681** Accelerated Introduction to Statistical Methods for Quantitative Research
(BU Math & Statistics)
- **MA 684** Applied Multiple Regression and Multivariate Methods
(BU Math & Statistics)
- **PSY 1950** Intermediate Statistical Analysis in Psychology
(Harvard Psychology)
- **OB 719** Craft of Theorizing Research
(BU Questrom)
- **SO712** Qualitative Research Methods
(BU Sociology)
- **RS 752** Seminar in Qualitative Research
(BU Education)

****Other courses can be added to these lists with advisor and PhD coordinator approval. The goal is to get the best methods training for the types of problems the students wants to explore.**

Students must take **5 “minor” area courses** from one or more of the social sciences which management theories draw on: for example, sociology, psychology, economics, and political science. Minor area courses may be selected from doctoral level courses, including independent studies, any department at Questrom (other than the major area), other graduate departments at Boston University or other Boston area universities.

Students are required to take the **Art and Craft of Teaching**.

Students should meet and discuss their full slate of courses with their advisor prior to registering for courses. Once the student is registered for courses, they should email the PhD liaison their final slate of courses and cc their advisor.