DOCTOR OF PHILOSOPHY (PHD) DEGREE IN THE FIELD OF BUSINESS AND A MAJOR CONCENTRATION IN MARKETING

Program Learning Outcomes for the PhD Degree in the field of Business and a Major Concentration in Marketing

Upon completing the PhD degree in the field of Business and a major concentration in Marketing, students will be able to:

1. Understand advanced Marketing concepts, theories, principles, and quantitative methods including market and consumer behavior, and marketing policy.
2. Identify and explain questions and problems existing within the field of Marketing and propose research to address them.
3. Execute original research in the field of Marketing.
4. Communicate effectively, orally and in writing, research conducted in the field of Marketing.

Requirements for the PhD Degree in the field of Business and a Major Concentration in Marketing

PhD Degree Program

For general university requirements, please see Doctoral Degrees (https://ga.rice.edu/graduate-students/academic-policies-procedures/regulations-procedures-doctoral-degrees/). For additional requirements, regulations, and procedures for all graduate programs, please see All Graduate Students (https://ga.rice.edu/graduate-students/academic-policies-procedures/regulations-procedures-all-degrees/). For program details, see the PhD Program Guidebook distributed by the Jones Graduate School of Business. Admissions applications should include scores on the Graduate Management Admissions Test (GMAT) or the Graduate Record Examination (GRE). Full financial support will be provided to admitted doctoral students. Candidates for the PhD degree spend at least two years in full-time coursework and at least two years writing the thesis. Four to five years is a reasonable goal for completing the program. Students pursuing the PhD degree in Business must:

- Complete a program of doctoral-level courses that is approved by the area (or major concentration) faculty advisor. Students take courses from departments such as economics, psychology, statistics, and political science in addition to courses from Jones Graduate School of Business.
- Complete all coursework with a minimum overall GPA of 3.00 and a minimum grade of B (3.00 grade points) in each required course.
- Complete all of the course requirements in their selected major concentration.
- Complete and defend orally a doctoral thesis, setting forth in publishable form, the results of original research.

The requirements listed in the General Announcements (GA) satisfy the minimum requirements for this degree program. In certain instances, courses (or requirements) not officially listed here may be substituted upon approval of the program’s academic advisor, or where applicable, the department or program’s Director of Graduate Studies. Course substitutions or any exceptions to the stated official curricular requirements must be approved by the Office of Graduate and Postdoctoral Studies (https://graduate.rice.edu/). Students and their academic advisors should identify and clearly document the courses to be taken.

Summary

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<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
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<tr>
<td>BUSI 501</td>
<td>DOCTORAL MARKETING RESEARCH SEMINAR</td>
<td>3</td>
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<tr>
<td>BUSI 503</td>
<td>SEMINAR IN JUDGEMENT AND DECISION MAKING</td>
<td>3</td>
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<td>BUSI 505</td>
<td>SEMINAR IN CONSUMER BEHAVIOR</td>
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<td>BUSI 506</td>
<td>ADVANCED TOPICS IN MARKETING RESEARCH</td>
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<td>BUSI 800</td>
<td>PhD RESEARCH</td>
<td>9-12</td>
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<td>ECON 501</td>
<td>MICROECONOMICS I</td>
<td>3</td>
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<tr>
<td>ECON 504 / STAT 604</td>
<td>COMPUTATIONAL ECONOMICS</td>
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<td>ECON 507</td>
<td>MATHEMATICAL ECONOMICS I</td>
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<td>ECON 510 / STAT 610</td>
<td>ECONOMETRICS I</td>
<td>3</td>
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<tr>
<td>ECON 511 / STAT 611</td>
<td>ECONOMETRICS II</td>
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<td>ECON 514</td>
<td>EMPIRICAL INDUSTRIAL ORGANIZATION</td>
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<td>ECON 577</td>
<td>TOPICS IN ECONOMIC THEORY I</td>
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<td>PSYC 502 / STAT 509</td>
<td>ADVANCED PSYCHOLOGICAL STATISTICS I</td>
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Total Credit Hours Required for the PhD Degree in the field of Business and a Major Concentration in Marketing

90

Major Concentration: Marketing

Students pursuing the major concentration in Marketing must:

- Complete a minimum of 90 credit hours as listed below to satisfy the PhD degree and the major concentration requirements.
- Complete a minimum of four-doctoral-level courses per semester during the first two years. Coursework completed will be a combination of Core Requirements and Elective Requirements, as approved by the area faculty advisor.
- Attend periodic research seminars in their area.
- Successfully pass a comprehensive exam administered by marketing faculty at the end of the second year.
- Write a summer research paper during the first and second year of study.
- Write and defend a thesis and proposal.
- Complete and defend thesis within a maximum of 7 years from the time of matriculation.
Program Transfer Credit Guidelines

Students pursuing the PhD degree in the field of Business should be aware of the following program-specific transfer credit guidelines:

- Requests for transfer credit will be considered by the program director on an individual case-by-case basis.

Withdrawal Policy

A Jones Graduate School of Business student, participating in any offered program, may voluntarily withdraw from school at any time. Upon withdrawal, Rice University applies a sliding scale to tuition, which is noted in the university’s Academic Calendar posted on the Rice Office of the Registrar website (https://registrar.rice.edu/calendars/).

Additional Information

For additional information, please see the Jones Graduate School of Business website: https://business.rice.edu/

Opportunities for the PhD Degree in the field of Business

Financial Aid

Jones Graduate School of Business scholarships are awarded at the point of admission and are based on the merit of the application. Financial assistance is generally awarded one academic year at a time. Continuation of assistance depends on Satisfactory Academic Progress (SAP) in accordance with Academic and Professional Standards of performance, professional behavior, and is subject to the availability of funds. Academic or disciplinary probation, suspension, or general failure to maintain academic pace will result in the removal of all forms of financial assistance (i.e. scholarship, employment, Federal/State student loans, etc.). Students have the right to appeal the suspension. All appeals will be reviewed by a committee.

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