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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<tbody>
<tr>
<td>BUSI 501</td>
<td>DOCTORAL MARKETING RESEARCH SEMINAR</td>
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<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>MICROECONOMICS I</td>
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<td>MATHEMATICAL ECONOMICS I</td>
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<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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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.

Withdrewal 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.

Additional Information

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Footnotes and Additional Information

1. The summer prior to the student’s first fall semester, a review Quantitative Methods course (an "Intensive Math and Statistics Camp", hosted by the Economics department and Rice Online Learning) must be successfully completed as a required prerequisite to Core Requirements.

2. Students may select other elective courses if approved by an advisor in consultation with the faculty under the Major Concentration.

Other

Marketing is naturally interdisciplinary in nature and therefore draws theory and methodology widely from a variety of fields, including economics, statistics, psychology, anthropology, sociology, and neurosciences. Research in marketing encompasses three broad overlapping areas: quantitative modeling, consumer behavior, and strategy.

Policies for the PhD Degree in the field of Business

Jones Graduate School of Business Graduate Program Handbook

The General Announcements (GA) is the official Rice curriculum. As an additional resource for students, the Jones Graduate School of Business publishes a graduate program handbook, which can be found here: https://gradhandbooks.rice.edu/2022_23/Business_Graduate_Handbook.pdf

Transfer Credit

For Rice University's policy regarding transfer credit, see Transfer Credit (https://ga.rice.edu/graduate-students/academic-policies-procedures/regulations-procedures-all-degrees/#transfer). Some departments and programs have additional restrictions on transfer credit. Students are encouraged to meet with their academic program's advisor when considering transfer credit possibilities.