

BUSINESS ADMINISTRATION: MARKETING, PHD

Requirements for Students Matriculating in or before Academic Year

2024-2025. 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
Research Methods		
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
Hours Subtotal		15
Electives		
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		
Dissertation		
Select 18 hours of dissertation		18
Hours Subtotal		45
Total Hours		60

Graduate College Doctor of Philosophy (PhD) Requirements

Learn more about Graduate College 2024-2025 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.