

# MARKETING (PHD)

Department Website (<https://www.stern.nyu.edu/experience-stern/about/departments-centers-initiatives/academic-departments/marketing/>)

**NYSED:** 07801 **HEGIS:** 0509.00 **CIP:** 52.1399

## Program Description

Stern's PhD program in marketing trains students to perform research in a broad array of behavioral areas such as consumer psychology, information processing, and judgment and decision making. The program also teaches students how to conduct research that develops econometric and statistical models to investigate consumer, firm, and market phenomena. The behavioral work in the department emphasizes experimental methodologies while the marketing science research focuses on structural models and Bayesian analyses. Applications of theory focus on current topics such as branding, social networks and media, word of mouth, and the use of digital media. The department is proud of a long tradition of close collaboration between doctoral students and faculty members.

## Admissions

All applicants to the NYU Stern School of Business PhD Program are required to submit a complete application for admission. A complete application includes the online application (<https://apply.stern.nyu.edu/apply/?sr=6bdbb033-1d1f-4adb-9cb4-102d7e899dc2>), statement of purpose (<https://www.stern.nyu.edu/programs-admissions/phd/admissions/how-to-apply/#statement>), optional essay (<https://www.stern.nyu.edu/programs-admissions/phd/admissions/how-to-apply/#optional>), educational history and resume or CV (<https://www.stern.nyu.edu/programs-admissions/phd/admissions/how-to-apply/#resume>), letters of recommendation (<https://www.stern.nyu.edu/programs-admissions/phd/admissions/how-to-apply/#recommendationletters>), test scores (<https://www.stern.nyu.edu/programs-admissions/phd/admissions/how-to-apply/#testscores>), academic transcripts (<https://www.stern.nyu.edu/programs-admissions/phd/admissions/how-to-apply/#transcripts>), and an application fee (<https://www.stern.nyu.edu/programs-admissions/phd/admissions/how-to-apply/#fee>).

See How to Apply (<https://www.stern.nyu.edu/programs-admissions/phd/admissions/how-to-apply/>) for admission requirements and instructions specific to this program.

## Program Requirements

The program requires the completion of at least 36-54 credits, comprised of the following:

Course	Title	Credits
<b>Major Requirements</b>		
ECON-GB 3335 or ECON-GB 3351	Microeconomics: Theory and Applications Econometrics I	3
INTA-GB 4388	Behavioral Research Methods	3
MKTG-GB 4381	Behavioral Applications in Marketing I	3
MKTG-GB 4382	Behavioral Applications in Marketing II	3
MKTG-GB 4391	Quantitative Applications in Marketing I	3
MKTG-GB 4392	Quantitative Applications in Marketing II	3

STAT-GB 3301	Introduction to the Theory of Probability	3
STAT-GB 3302	Statistical Inference and Regression Analysis	3

<b>Specialization Requirement</b>		
Select one of the following:		3

<b>Behavioral Students</b>		
MKTG-GB 4390	Experimental Approach to Behavioral Research	

<b>Quantitative Students</b>		
MKTG-GB 4394	Advanced Empirical Methods	

<b>Required Practica</b>		
MKTG-GB 4101	Research Practicum-Mktg	1
MKTG-GB 4102	Research Practica - Mktg	1
MKTG-GB 4103	Research Practicum-Mktg 3	1
MKTG-GB 4104	Research Practicum IV	1
MKTG-GB 4105	Research Practicum-Mktg 5	1
MKTG-GB 4150	Teaching Practicum-Mktg	1

<b>Electives</b>		<b>3-21</b>
<b>Total Credits</b>		<b>36-54</b>

## Curriculum Details

Although every doctoral student must satisfy general requirements, each student designs and completes an individual program of study.

Each new doctoral student begins a program of study, which requires approval from the Area Coordinator and the Doctoral Office. Any unusual features or revisions of an approved program of study requires permission from both the department Area Coordinator and the Doctoral Office. Unless specifically approved in advance by the Area Coordinator and the Doctoral Office, MBA courses will not be eligible for tuition remission.

The general PhD degree requirement for students entering the program with a Master's degree or equivalent is to successfully complete a minimum of 36 credits. The requirement for students entering the program with only a Bachelor's degree is to successfully complete a minimum of 54 credits. If the Doctoral Office and the department Area Coordinator approve, a program of study may include previous graduate work at NYU or other universities. In all cases, students must complete at least 33 credits of coursework at NYU.

An approved program of study becomes part of the student's permanent academic file and represents a formal commitment by both the student and the school. Any approved program can be modified as appropriate.

A complete program of study must include:

- **Prerequisites:** Every student must satisfy the prerequisites in calculus, linear algebra, basic probability and statistics, and economics before starting doctoral study. This can be accomplished by taking courses in these subjects for a grade.
- **Basic Research Skills Methodology Courses:** Every student must complete four research methodology courses, including three courses in probability and statistics, and one course in microeconomics.
- **Major Specialization & Elective Courses:** Every student must complete the prescribed program of courses in their major specialization, as well as elective courses.

## Additional Program Requirements

### Program of Study

Successfully complete a program of study, including completion of prerequisite coursework, basic research skills methodology courses, and major field of study and elective courses.

### Comprehensive Examination

Successfully pass the comprehensive examination(s) required in the student's area of study.

### Teaching Workshop

Attend the Teaching Workshop and receive certification to teach an undergraduate course.

### Teaching Preparations

Successful completion of the teaching practica as described in the PhD Handbook.

### Teach an Undergraduate Course

Teach one undergraduate course or the equivalent during the 4th year of study.

### Dissertation Proposal

Initiate a major piece of original research and present it for faculty approval.

### Dissertation Defense

Complete a satisfactory dissertation and defend it successfully at the defense presentation. The research is the extension and completion of the research presented at the dissertation proposal.

## Sample Plan of Study

Course	Title	Credits
<b>1st Semester/Term</b>		
STAT-GB 3301 or ECON-GB 3351	Introduction to the Theory of Probability (or equivalent in other departments) or Econometrics I	3
ECON-GB 3335	Microeconomics: Theory and Applications	3
INTA-GB 4388	Behavioral Research Methods	3
MKTG-GB 4391 or MKTG-GB 4392	Quantitative Applications in Marketing I or Quantitative Applications in Marketing II	3
MKTG-GB 4101	Research Practicum-Mktg	1
<b>Credits</b>		<b>13</b>
<b>2nd Semester/Term</b>		
STAT-GB 3302	Statistical Inference and Regression Analysis	3
ECON-GB 9912		3
MKTG-GB 4381 or MKTG-GB 4382	Behavioral Applications in Marketing I or Behavioral Applications in Marketing II	3
MKTG-GB 3173	Marketing Proseminar	1.5
MKTG-GB 4390 or MKTG-GB 4394	Experimental Approach to Behavioral Research or Advanced Empirical Methods	3
Elective (optional)		3
<b>Credits</b>		<b>13.5</b>
<b>3rd Semester/Term</b>		
MKTG-GB 4391 or MKTG-GB 4392	Quantitative Applications in Marketing I or Quantitative Applications in Marketing II	3
MKTG-GB 4102	Research Practica - Mktg	1
MKTG-GB 4103	Research Practicum-Mktg 3	1
Electives		9
<b>Credits</b>		<b>14</b>

<b>4th Semester/Term</b>		
MKTG-GB 4381 or MKTG-GB 4382	Behavioral Applications in Marketing I or Behavioral Applications in Marketing II	3
MKTG-GB 3173	Marketing Proseminar	1.5
MKTG-GB 4390 or MKTG-GB 4394	Experimental Approach to Behavioral Research or Advanced Empirical Methods	3
Electives		3
<b>Credits</b>		<b>10.5</b>
<b>5th Semester/Term</b>		
MKTG-GB 4104	Research Practicum IV	1
MKTG-GB 4105	Research Practicum-Mktg 5	1
<b>Credits</b>		<b>2</b>
<b>6th Semester/Term</b>		
MKTG-GB 4150	Teaching Practicum-Mktg	1
<b>Credits</b>		<b>1</b>
<b>Total Credits</b>		<b>54</b>

## Learning Outcomes

Upon successful completion of the program, graduates will:

1. Acquire a broad working knowledge of their field of study.
2. Acquire advanced knowledge in a specific field of research.
3. Conduct independent research.
4. Be skilled presenters of academic research.
5. Be skilled teachers.

## Policies

### NYU Policies

University-wide policies can be found on the New York University Policy pages (<https://bulletins.nyu.edu/nyu/policies/>).

### Stern Policies

Additional academic policies can be found on the Stern Graduate Academic Policies page (<https://bulletins.nyu.edu/graduate/business/academic-policies/>).