

# BUSINESS ADMINISTRATION (MARKETING) - DOCTOR OF PHILOSOPHY

<https://business.nmsu.edu/phd-marketing> (<https://business.nmsu.edu/phd-marketing/>)

The College offers a program leading to a Doctor of Philosophy (PhD) degree. The faculty of the PhD Program in Business Administration are committed to training researchers and educators who will shape business scholarship, practice and pedagogy. The program emphasizes preparing candidates to understand the complexities of modern business while they develop a specialized area of expertise in marketing or management. The PhD in Business Administration provides graduates with the opportunity to pursue a variety of career paths within academia and within industry. Currently concentrations are offered in management and marketing, and each admits students independently.

## Program Requirements

- demonstrate competency in statistics and research methods;
- complete studies in a major field of concentration chosen from the departments of management or marketing in the College of Business;
- complete studies in a minor field of concentration or interest area that supports the student's research, teaching and/or career goals;
- pass qualifying exams consisting of a First-Year Paper and a Second-Year Paper, and pass the comprehensive exam; and
- complete and successfully defend a doctoral dissertation.

## Required Courses

Prefix	Title	Credits
<b>Marketing Courses</b>		
MKTG 601	Marketing Management	3
MKTG 620	Contemporary Marketing Readings	3
MKTG 625	Consumer Behavior	3
MKTG 640	Measurement and Structural Equation Modeling	3
MKTG 670	Marketing Theory	3
<b>Management Courses</b>		
Six (6) credits from the following:		6
MGMT 650	Seminar in Organizational Behavior	
MGMT 660	Research Design and Methodology	
MGMT 661	Qualitative Research Methods	
MGMT 670	Seminar in Operations Management	
MGMT 675	Seminar in Strategic Management (Seminar in Strategic Management)	
<b>Research Methods Courses</b>		
Choose one from the following:		3-4
A ST 505	Statistical Inference I (Recommended.)	
PSYC 5120	Quantitative Methods in Psychology II (Requires Marketing Department approval.)	
A ST 506	Statistical Inference II (May be replaced by PSYC 508 with Marketing Department approval.)	3
A ST 507	Advanced Regression (May be replaced by PSYC 509 with Marketing Department approval.)	3
A ST 555	Applied Multivariate Analysis	3

PSYC 5230	Methods in Social Psychology (May be replaced by a 500+ level course in research methods with Marketing Department approval.)	3
<b>Dissertation Work</b>		<b>18</b>
MKTG 700	Doctoral Dissertation	
<b>Total Credits</b>		<b>54-55</b>