



Monte Ahuja
College of Business



DOCTORATE PROGRAMS

Accredited.
Accessible.
Affordable.

Doctor of Business Administration MARKETING

The **DBA PROGRAM IN MARKETING** prepares students for academic careers in marketing at the college or university level or for conducting and managing research in the corporate world. The Marketing doctoral curriculum is intellectually rigorous and covers a broad range of topics in marketing – from theory building and research methodologies to seminars in marketing theory, measurement and scaling, marketing strategy, consumer behavior, and multivariate techniques.

CURRICULUM

PREREQUISITES

An MBA degree (or the equivalent) is required, including a strong background in marketing theory, marketing practices, and marketing research. A candidate should have completed the following courses (or their equivalents):

- MKT 531/702** Marketing Research
- MKT 601** Marketing Strategy
- MBA 660** Integrative Business Strategy
- FIN 601** Financial Policies
- ECN 503** Economic Concepts

DBA CORE COURSES

- OSM 733** Multivariate Statistical Methods
- DBA 802** Applied Multivariate Statistical Analysis
- DBA 803** Business Research: Analysis and Applications
- DBA 720** Seminar on Business Teaching Methods

MARKETING MAJOR COURSES

- ▶ Doctoral Seminar in Measurement and Scaling
- ▶ Doctoral Seminar in Marketing Theory
- ▶ Doctoral Seminar in Global Marketing Strategy
- ▶ Doctoral Seminar in Marketing Strategy
- ▶ Doctoral Seminar in Multivariate Techniques
- ▶ Doctoral Seminar in Consumer Behavior
- ▶ Doctoral Research in Marketing
- ▶ Current Problems in Marketing

POTENTIAL SPECIALTY COURSES IN MARKETING*

- ▶ Buyer Behavior
- ▶ Strategic and Tactical Marketing
- ▶ Product Management

DISSERTATION RESEARCH

- ▶ Dissertation Research Seminar
- ▶ Dissertation

College of Business
DBA Programs

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216-687-4889

The above represents a sample curriculum for this specialization. For further information on requirements, please see the Graduate Catalog at <http://catalog.csuohio.edu/> or call the DBA Program at 216-687-4889.

** Subject to availability.*