

STUDY PLAN FOR MARKETING SPECIALIZATION

Fall Semester Year 1 [9 credit hours]		
Course #	Course Title	Credit Hours
BUAD 800	Epistemology	3
BUAD 801	Research Methodology	3
MAKT 800	Marketing Theory	3
Spring Semester Year 1 [9 credit hours]		
Course #	Course Title	Credit Hours
BUAD 802	Doctoral Research Seminar	3
BUAD 803	Parametric Analysis	3
MAKT 802	Consumer Behavior	3
BUAD 790	Comprehensive Exam: 1 st tentative	0
Fall Semester Year 2 [9 credit hours]		
Course #	Course Title	Credit Hours
BUAD 804	Non-Parametric Analysis	3
MAKT 801	Strategic Marketing	3
XXXX XXX	Elective Course in Marketing	3
BUAD 790	Comprehensive Exam: 2 nd tentative	0
BUAD 799	Candidacy Exam: 1 st tentative	0
Spring Semester Year 2 [9 credit hours]		
Course #	Course Title	Credit Hours
XXXX XXX	Elective Course in Marketing	3
BUAD 810	Graduate Seminar	0
BUAD 890	Dissertation	6
BUAD 799	Candidacy Exam: 2 nd tentative	0
Fall Semester Year 3 [6 credit hours]		
Course #	Course Title	Credit Hours
BUAD 899	Doctoral Dissertation	6
Spring Semester Year 3 [6 credit hours]		
Course #	Course Title	Credit Hours
BUAD 810	Graduate Seminar	0
BUAD 890	Dissertation	6
Fall Semester Year 4 [6 credit hours]		
Course #	Course Title	Credit Hours
BUAD 899	Doctoral Dissertation	6
Spring Semester Year 4 [6 credit hours]		
Course #	Course Title	Credit Hours
BUAD 810	Graduate Seminar	0
BUAD 890	Dissertation	6
BUAD 899	Dissertation Defense	0