

## Year 1

### – Pre-Session Orientation

### – Semester 1

- MKT 5890, section 2, Behavioral Theory I (psychological models in marketing) and
- MKT 5890, section 1, Marketing Theory (history and development of marketing thought)

and choice of

- PSY 5050 Statistics in Biological and Behavioral Science
- PSY 5060 Statistical Methods in Psychology
- SOC 5070 Statistical Methods for the Social Sciences

\*\* Students may be asked to participate in one hour special topics classes

### – Semester 2

- First Year Paper
- MKT 5890, section 3, Behavioral Theory II (anthropological and sociological models in marketing)
- MKT 5890, section 4, Marketing Policy and Social Change

and choice of one of the following

- STAT 5015 Regression Analysis or
- STAT 5350. Survey Construction and Analysis or
- STAT 5300. Applied Multivariate Analysis

## Year 2

### – Semester 1

- MKT 5890, section 5, Multivariate Modeling (e.g., SEM, conjoint analysis, logit modeling) and
- MKT 5890, section 6 Qualitative Data Collection and Analysis in Marketing.

and choice of one of following

- AMST 5200 Material Culture
- AMST 5400 American Built Environment
- AMST 5030 Ecology of Knowledge
- ANTH 5010 20th Century Theory
- ANTH 5340 Culture Change.
- ANTH 5325 Symbolic Anthropology
- COJO5010 Texts of the Mass Media
- COJO 5061 Rhetorical Theory and Criticism
- COJO 5250 Organizational Communication

- COJO 5310 Mass Communication Theory
- COJO 5590 Advanced Persuasion
- PSY 5140 Personality Science
- PSY 5230 Advanced Cognitive Psychology
- PSY 5180 Advanced Developmental Psychology
- SOC 5150 Comparative Family Systems
- SOC 5000 Advanced Sociological Theory
- SOC 5500 Societal Institutions
- SOC 5300 The World System

**– Semester 2**

- Comprehensive Exam
- MKT 5890 7 or MGT XXX; TBA
- additional methods class, e.g., ANTH 5390 Field Methods in Cultural Anthropology or STAT 5025 Design and Analysis of Experiments (or other advanced stats)

and choice of

- AMST 5200 Material Culture
- AMST 5400 American Built Environment
- AMST 5030 Ecology of Knowledge
- ANTH 5010 20th Century Theory
- ANTH 5340 Culture Change.
- ANTH 5325 Symbolic Anthropology
- COJO5010 Texts of the Mass Media
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