

## Master of Philosophy (MPhil) and Doctor of Philosophy (PhD) Programs in Marketing

### *Curriculum for Master of Philosophy (MPhil) Program in Marketing*

The Master of Philosophy (MPhil) program is a research-oriented degree that aims to prepare students for a research and teaching career in universities and research institutes. Students intending to do a Doctor of Philosophy (PhD) in Marketing at HKUST should consider entering the MPhil program to acquire the training necessary for a PhD.

### **Program Requirements**

a) Introductory Quantitative Requirement

Unless students have clearly demonstrated sufficient knowledge in the area, students entering the MPhil program are required to take the following two mathematics-oriented courses in the first regular term of study. The credits earned from these two courses cannot be counted toward the degree requirements.

ECON 5100 Mathematics for Business and Economics  
ISOM 5540 Introduction to Probability

b) Course Requirement

Students are required to take at least 34 credits of coursework including 16 credits of required courses and 18 credits of electives approved by the PhD Committee.

i. Required Courses (16 credits)

LANG 5001 Postgraduate English for Academic Purposes

Two of the following:

ECON 5130 Microeconomic Analysis  
ECON 5210 Microeconomic Theory I  
ECON 5300 Econometrics  
ISOM 5560 Statistical Methods for Business and Economics II  
MARK 5520 Experimental Design and Analysis for Behavioral Research  
MARK 5480 Behavioral Research Methods and Statistical Analysis  
MGMT 7140 Doctoral Seminar in Behavioral Research Methods

Three of the following:

MARK 5410 Seminar in Quantitative Modeling  
MARK 5450 Seminar in Marketing Strategy Models  
MARK 5460 Seminar in Consumer Behavior  
MARK 5470 Seminar in Consumer Behavior II

*Students are required to take all seminars in their depth area plus one seminar in their non-depth area.*

- ii. Electives (18 credits)  
Other PG courses approved by the PhD Committee
- c) Research Paper Requirement

Students are required to write a research paper by Summer of the first year of study.

- d) Thesis Requirement
  - Registration in MARK 6990 MPhil Thesis Research; and
  - Presentation and oral defense of the MPhil thesis.

### ***Curriculum for Doctor of Philosophy (PhD) Program in Marketing***

The Doctor of Philosophy (PhD) program is a research-oriented degree that aims to equip students for academic positions in marketing in research-oriented universities. The program emphasizes the development of sophisticated, state-of-the-art research skills that help in the creation of new knowledge in a chosen area of marketing: Consumer behavior that is mainly psychology-based, and Quantitative modeling that is largely based on economic and statistical theories.

### ***Program Requirements***

- a) Introductory Quantitative Requirements

Unless students have clearly demonstrated sufficient knowledge in the area, students entering the PhD program are required to take the following two mathematics-oriented courses in the first regular term of study. The credits earned from these two courses cannot be counted toward the degree requirements.

ECON 5100 Mathematics for Business and Economics  
ISOM 5540 Introduction to Probability

- b) Course Requirement

Students are required to take at least 36 credits including 16 credits of required courses, 18 credits of elective courses approved by the PhD Committee, and 2 credits of course on general management. Students may need to take additional courses related to their research topics, as requested by their thesis supervisors.

Students who have taken the HKUST MPhil (MARK) program will be granted credits transfer to the PhD program. Students who have taken an MPhil or equivalent in other universities may be granted credits transfer on a case-by-case basis. In such a case, the maximum number of credits transferable is 20.

i. Required Courses (16 credits)

LANG 5001 Postgraduate English for Academic Purposes

Two of the following:

ECON 5130 Microeconomic Analysis

ECON 5210 Microeconomic Theory I

ECON 5300 Econometrics

ISOM 5560 Statistical Methods for Business and Economics II

MARK 5520 Experimental Design and Analysis for Behavioral Research

MARK 5480 Behavioral Research Methods and Statistical Analysis

MGMT 7140 Doctoral Seminar in Behavioral Research Methods

Three of the following:

MARK 5410 Seminar in Quantitative Modeling

MARK 5450 Seminar in Marketing Strategy Models

MARK 5460 Seminar in Consumer Behavior

MARK 5470 Seminar in Consumer Behavior II

*Students are required to take all seminars in their depth area plus one seminar in their non-depth area.*

ii. Electives (18 credits)

Other PG courses approved by the PhD Committee.

iii. General Management Course (2 credits)

Students admitted with an HKUST MPhil (MARK) degree should take one of the following courses in the first year of PhD study, whereas those admitted without an HKUST MPhil (MARK) degree will take this course in the third year of PhD study.

- FINA 5120 Corporate Finance
- FINA 5210 Investment Analysis
- ISOM 5700 Operation Management
- MARK 5120 Marketing Strategy and Policy; or  
MIMT 5010 Market Research for Business Applications; or  
MIMT 5310 Understanding Consumers: A Strategic Approach; or  
MIMT 5320 Global Marketing Management
- MGMT 5230 Management of Organizations; or  
MIMT 5120 Strategic Management in Asia

c) Research Paper Requirement

Students are required to submit a first year research paper and a second year research paper. Students admitted with an HKUST MPhil(MARK) degree will be exempted from this requirement.

d) PhD Qualifying Examination

All PhD students must pass a qualifying examination.

Students admitted via the HKUST MPhil (MARK) program will take the qualifying examination in the Summer of the second year of MPhil study. Students who fail the qualifying examination in the first attempt can retake the examination once and must pass the examination before December of the first year of PhD study.

Students without an HKUST MPhil (MARK) will take the qualifying examination in the Summer of the second year of PhD study. Students who fail the qualifying examination in the first attempt can retake the examination once and must pass the examination before December of the third year of PhD study.

e) Thesis Requirement

- Registration in MARK 7990 Doctoral Thesis Research; and
- Presentation and oral defense of the PhD thesis.