

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 degree.

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) RPg Professional Development Requirement

Students are required to complete and pass SBMT 6770 Professional Development in Academia for Business in their first 1.5 years of study. Part-time students may be given extension to complete the courses, subject to prior approval of the Department Head and PG Coordinator. The 1 credit earned from this course cannot be counted toward the credit requirements.

c) English Language Requirement

Full-time RPg students are required to take an English Language Proficiency Assessment (ELPA) Speaking Test administered by the Center for Language Education before the start of their first term of study. Students whose ELPA Speaking Test score is below Level 4, or who failed to take the test in their first term of study, are required to take LANG 5000 Foundation in Listening & Speaking for Postgraduate Students until they pass the course by attaining at least Level 4 in the ELPA Speaking Test before graduation.

d) 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 5002 Postgraduate English for Business and Social Science

Studies

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 5480	Behavioral Research Methods and Statistical Analysis
MARK 5520	Experimental Design and Analysis for Behavioral Research
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 postgraduate courses approved by the PhD Committee

e) Research Paper Requirement

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

f) Thesis Requirement

Students are required to register in MARK 6990 MPhil Thesis Research, and present and orally defend 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. It 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 Requirement

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) RPg Professional Development Requirement

Students are required to complete and pass SBMT 6770 Professional Development in Academia for Business in their first 1.5 years of study. Subject to prior approval of the Department Head and PG Coordinator, part-time students may be given extension to complete this course, and HKUST MPhil graduates in Marketing who have taken and passed this course before may be exempted from this requirement. The 1 credit earned from this course cannot be counted toward the credit requirements.

c) English Language Requirement

Full-time RPg students are required to take an English Language Proficiency Assessment (ELPA) Speaking Test administered by the Center for Language Education before the start of their first term of study. Students whose ELPA Speaking Test score is below Level 4, or who failed to take the test in their first term of study, are required to take LANG 5000 Foundation in Listening & Speaking for Postgraduate Students until they pass the course by attaining at least Level 4 in the ELPA Speaking Test before graduation.

d) 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 general management course. 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 program in Marketing will be granted credit transfer to the PhD program. Students who have taken an MPhil or equivalent in other universities may be granted credit 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 5002 Postgraduate English for Business and Social Science Studies

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 postgraduate courses approved by the PhD Committee

iii) General Management Course (2 credits)

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

- FINA 5120 Corporate Finance
- FINA 5210 Investment Analysis
- ISOM 5700 Operations 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

e) 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 degree in Marketing will be exempted from this requirement.

f) PhD Qualifying Examination

All PhD students must pass a qualifying examination.

Students admitted via the HKUST MPhil program in Marketing 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 degree in Marketing 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.

g) Thesis Requirement

Students are required to register in MARK 7990 Doctoral Thesis Research, and present and orally defend the PhD thesis.