The Berkeley-Haas PhD Program
Marketing

Requirements Years 1 and 2:
Consumer Behavior Track:

Core (Required) Classes: Required and used to determine overall GPA program; need 3.3 cumulative GPA in these classes.

☐ PHDBA 269A Buyer Behavior
☐ PHDBA 269B Choice Modeling
☐ PHDBA 269C Marketing Strategy
☐ PHDBA 375 Teaching Business (required to work as a GSI)
☐ ECON 101A or 201A Microeconomics
☐ PSYCH 205A Psychological Statistics and Data Analysis
☐ PSYCH 205B Psychological Statistics and Data Analysis
☐ One semester of Social Psychology (e.g. PSYCH 250B Perspectives in Personality: Trends and Issues, PSYCH 290J Seminar: Social)
☐ One semester of Cognitive Psychology (e.g. PSYCH 290Q Seminar: Cognition, PSYCH 210C Proseminar: Cognition, Brain, and Behavior) or Behavioral Decision theory (need #)

Options:

☐ PHDBA 269D Special Research Topics in Marketing
☐ ECON 219B Applications of Psychology Economics
☐ ECON 240 A/B Introduction to Econometrics
☐ At least three electives approved by the Marketing Field Advisor

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Requirements Years 1 and 2:
Marketing Science Track:

Core (Required) Classes: Required and used to determine overall GPA for program; need 3.3 cumulative GPA in these classes.

☐ Econ 204 Mathematical Tools for Economics, Prerequisite for Econ 201A; taught in the summer; only required for Marketing Science Students

☐ PHDBA 269A Buyer Behavior

☐ PHDBA 269B Choice Modeling

☐ PHDBA 269C Marketing Strategy

☐ PHDBA 375 Teaching Business (required to work as a GSI)

☐ Econ 201A Economic Theory

☐ Econ 201B Economic Theory

☐ Econ 240A Introduction to Econometrics

☐ Econ 240B Introduction to Econometrics

☐ Econ 241A Econometrics

☐ Econ 220A Industrial Organization

☐ Econ 220B Industrial Organization

☐ At least three electives approved by the Marketing Field Advisor

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Options:

☐ Additional methodology courses in an outside department

☐ PHDBA 269D Special Research Topics in Marketing

Consumer Behavior and Marketing Science Requirements Years 1 and 2:
☐ Preliminary Exam: The field exam is taken during the summer between the second and third year. This is a closed book exam with two components: breadth and depth. The breadth portion of the exam is based on the basic discipline and required courses on topics outside areas of student expertise. The student will be asked to select several questions from a larger set. The depth portion of the exam is based on general knowledge on the student's area of research.

In preparation for the depth portion of the exam, the student will be given a list of approximately 40 papers. The student will answer questions related to these papers.

☐ Second-year paper: The second-year paper is done under the supervision of a faculty member and can be completed either as an independent study or a joint research project. The paper must be of publishable quality and is due on April 1st of the Spring semester of the second year.

☐ End of Second-year Overall Evaluation: At the end of the second year the faculty will conduct an overall evaluation of each student's record, which includes performance in the courses taken, performance in the written examination, quality of second-year paper, quality of the presentation based on the second-year paper, and general relation of the student with the program.

Requirements – Years 2-4 (Consumer Behavior & Marketing Science)
Core (Required) Classes

☐ PHDBA 269S Marketing seminar (every semester after the first year)

All students are required to enroll in, attend, and present their original research in the Marketing student seminar, PHDBA 269S, from the fall of their second year in the program until they have graduated.

Options:

☐ PHDBA 602 Independent Study/Supervised Research

☐ PHDBA 299 Independent Research

Oral Qualifying Examination

☐ QE before the end of the 3rd year (6th semester), no later than June 1st

Students submit and defend their dissertation proposals in the oral qualifying examination before the end of the 3rd year. The objective is to determine whether students have the intellectual capacity and academic preparation to complete the program. Successful completion of prior phases of the program and a well-defined research proposal are required.
**Dissertation**

A dissertation is the formulation and completion of a major research project and its written presentation. It is the last step in the program. The university has specific guidelines for completing the dissertation. A faculty committee reviews the dissertation as an ongoing process. The committee is chosen by the student and must consist of three or more faculty members, one of whom must be from a department outside of Haas. When all members are satisfied, they sign off on the dissertation to signify their approval. The student then files the work with the University.