

## Emphasis - Marketing

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### Ph.D in Business Administration Description

The Ph.D. in business administration is offered with an emphasis in finance, management, management information systems (MIS), production/operations management (POM), and marketing. These emphases are designed to enable persons who are seeking careers in institutions of higher learning (or in research or staff positions in business, industry, or government) to acquire a comprehensive, professional education. The doctoral program provides a deep understanding of business administration and in-depth study in the emphasis field.

### Minimum Total Credit Hours: 60 Course Requirements

Students in the Ph.D. program in business administration must satisfy the course requirements for an emphasis in finance, management, management information systems (MIS), production/operations management (POM), or marketing.

### Other Academic Requirements

Written comprehensive examination: All doctoral students in the School of Business Administration are required to pass a written comprehensive examination in their major field of study. A student's major field exam may be taken only upon satisfactory completion of all course work in this field, as well as the tools requirements. Depending on departmental policies, a student may be required to pass a written comprehensive exam in at least one minor field. Dissertation and oral defense: The dissertation, which is supervised and evaluated by the faculty, demonstrates the student's ability to conduct research and to make a distinct and significant contribution to the common body of knowledge within one's discipline. The initial step of the process is directed toward the formulation of a written proposal that must be approved by a dissertation committee. After writing the dissertation, the candidate must successfully defend it before the dissertation committee.

### Emphasis - Marketing Course Requirements

Doctoral students in the Ph.D. program with emphasis in marketing are required to complete at least 60 hours of approved graduate credit beyond the bachelor's degree or at least 30 hours of approved courses numbered above 600 beyond the master's degree. The number of graduate credit hours will be determined by the student's program of study and prior undergraduate and/or graduate courses. Moreover, each student must complete at least 12 hours in a major field beyond the master's degree and at least 9 credit hours in an approved minor field(s). In addition to the major and minor fields, each candidate must satisfy such additional requirements as deemed appropriate by the advisory committee. A doctoral student must also demonstrate proficiency in research methodology and satisfy the tools requirement of the major field department.

### Degree Requirements

The academic regulations for this degree program, as entered in the University of Mississippi Catalog, are in effect for the current or selected academic year and semester. The University of Mississippi reserves the right to 1) change or withdraw courses; 2) change rules for registration, instruction, and graduation; and 3) change other regulations affecting the student body at any time.

### Ph.D in Business Administration

REQUIREMENT	HOURS	DESCRIPTION
9 hrs in minor	9	Complete at least 9 semester hours in an approved minor field(s). Courses must be approved by the student's GPC/Chair and completed with a grade of C or better.
Comprehensive exam - minor		Pass a written comprehensive exam in at least one minor field.
Comprehensive exam		Student must pass the written comprehensive examination.
Final oral defense		Every candidate for the Ph.D. degree must successfully pass a final oral examination (defense of dissertation) administered by the student's dissertation committee and scheduled by the Graduate School.
Research method		Student must demonstrate proficiency in research methodology and satisfy the tools requirement of the major field department.
Select an emphasis		Student must enroll in one of the Ph.D. in Business Administration emphasis areas: Emphasis in Finance, Emphasis in Management, Emphasis in Management Information System, Emphasis in Marketing, or Emphasis in Production-Operations Management.
Submit Dissertation		Student must submit a dissertation to his/her GPC/Chair. The dissertation must conform to the regulations governing style set forth in "A Manual of Thesis and Dissertations Preparations", available in the Graduate School Office. Two copies of the dissertation must be presented to the Graduate School after the final examination for the doctorate has been accepted and before the beginning of the regular examination period for the semester in which the candidate plans to graduate.
GPA requirements		A cumulative average of not less than 3.0 (B) must be achieved in all graduate work taken.
SBA Dean's approval		This Degree Audit is an advising tool only. Students in the School of Business Administration must verify degree requirements through the Dean's Office. Verification includes satisfactory completion of grade point requirement, resident coursework, and all other requirements for the degree of Doctor of Philosophy in Business Administration.



**Emphasis - Marketing**

REQUIREMENT	HOURS	DESCRIPTION
<a href="#">Mktg 797</a>	18	Student must complete at least 18 hours of dissertation credit ( <a href="#">Mktg 797</a> ).
12 hrs marketing	12	Complete at least 12 semester hours in Marketing course work beyond the master's degree. Each course must be approved by the student's GPC/Chair and completed with a grade of C or better.

