Graduate Curriculum Approval Form
New or Changed Concentration

Degree (i.e. M.A., Ph.D., etc.): Ph.D.
Name of Program (i.e. Biology) Buiness Administration
Program CIP or X code 52.0201
Name of Concentration (i.e. Botany) Marketing
Proposed Effective Term (i.e. Spring 2006) Spring 2010

Faculty Contact James Stock
Email Jstock@Coba.usf.edu
College Business
Dept and Mail Code Bsn 3403

New or Changed Concentration

1. Follow the guidelines outlined by the Graduate Council at: http://www.grad.usf.edu/coursepro.asp. For Graduate Council Review submit:

   ☐ the Graduate Curriculum Approval form (this form)

   ☐ New Concentration proposals require:
      i. a 250-word abstract that briefly explains why the concentration is needed and what the primary goals are. Include
      ii. the name of the program (major) that will offer it,
      iii. the requirements,
      iv. total hours,
      v. Budget Acct number,
      vi. Proposed Catalog Copy

   ☐ Changed or Terminated Concentration proposals require:
      i. what the requirements were,
      ii. what has been changed, and
      iii. why it is needed
      iv. the Catalog Copy showing the changes that will be needed if the proposal is approved

2. Submit the signed original and 1 electronic copy of the complete packet to the Graduate School by the deadline posted online http://www.grad.usf.edu/coursepro.asp. For questions, contact Carol Hines-Cobb at chinescobb@grad.usf.edu or 813-974-4299.

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<th>Name</th>
<th>Signature</th>
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<td>Dept. Chair</td>
<td>Miriam Stamps</td>
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<td>College Committee Chair</td>
<td>Balaji Padmanabhan</td>
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<td>☐ Approve ☐ Disapprove</td>
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<td>College Dean/ Associate Dean</td>
<td>Charles Kronke</td>
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<td>☐ Approve ☐ Disapprove</td>
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*Concurrence - Consultation with units and departments providing related offerings or expertise is expected and encouraged.
Marketing as a Major Field

The Ph.D. Program in Marketing at the University of South Florida creates value for students by focusing on managerial applications that are grounded in innovative theory and method. The program reflects upon a new culture in education that is based upon a close relationship among academia, industry, and other constituencies. Graduates of the USF Ph.D. Program in Marketing are capable of pursuing substantive research programs and have the necessary research skills to allow them to publish their efforts in leading marketing and business journals. These skills enable students to be at the cutting edge of marketing management, research and teaching.

The US Department of Marketing strives to achieve the following goals:

- **Broad Theory Building Skills**—Seminars are offered in topical areas such as marketing theory and history, strategic marketing, buyer behavior, logistics, marketing models, supply chain management, and others.
- **Diverse Methodological Skills**—Seminars offered include research design, quantitative methods, qualitative methods, and specialized statistical techniques.
- **Faculty Mentorship**—We offer a faculty mentorship program designed to provide guidance to each student in all phases of the Ph.D. Program.
- **Managerial Orientation**—We promote and facilitate research partnerships with businesses and other enterprises that result in doctoral dissertation research.

All Marketing Ph.D. students will be required to successfully complete a minimum of six (6) specific doctoral-level marketing seminars. Typically, one doctoral course will be offered in the Fall semester and two courses offered during the Spring semester. Unsatisfactory performance in any of these seminars (grade less than B) constitutes ground for dismissal from the program. The major emphasis and structure of the student's program in marketing will be developed from the following course offerings:

MAR 7555: Consumer Behavior Theory  
MAR 7635: Advanced Marketing Research: Design and Technique  
MAR 7667: Marketing Models and Strategy Applications  
MAR 7787: Marketing Theory and History  
MAR 7910: Independent Study in Marketing (S/U basis only)  
MAR 7930: Advanced Seminar in Marketing  
MAR 7931: Seminar on Selected Marketing Topics, such as:  
  - Buyer - Seller Interaction  
  - Marketing Channels, Logistics and/or Supply Chain Management  
  - Marketing Management  
  - Marketing Strategy  
  - Readings in Marketing  
  - Sales Management  
MAR 7980: Dissertation Research (Z/U basis only)
Also, students will take a "Pro-Seminar" every Fall Semester during their 1\textsuperscript{st} and 2\textsuperscript{nd} years that will be offered under the MAR 7910, Independent Study. The purpose of the Pro Seminar is to discuss research interests with students early on and to become acquainted with the research interests of the Marketing faculty. The Pro Seminar does not count as one of the six (6) required Ph.D. seminars. A Ph.D. student may also be required or encouraged to enroll in MBA-level marketing courses by their Program Advisory Committee as part of the student's formal plan of coursework.

Apart from those examination requirements that are determined by individual course instructors, there are normally four (4) exams which exist within the general structure of the Ph.D. Program. These four formal examinations are: (1) Optional Preliminary Exams - if necessary; (2) written paper submission after first year; (3) written paper submission after second year; and (4) the Oral Comprehensive Field Exams.