

Doctor in Business Administration (DBA) in Marketing**Quantitative Track****Required Courses (24 credits)**

MKT 577	Marketing Strategy	3 credits
MKT 571A	Marketing Research	1.5 credit
MKT571B	Advanced Marketing Research	1.5 credit
MKT 500S	Predictive Analytics for Business Decision-Making	3 credits
MKT 500T	Customer Analytics Using Probability Models	3 credits
MKT 555A	Data Analysis for Brand Management	1.5 credit
MKT 555	Analytics-Driven Brand Management	1.5 credit
MKT 670	Seminar in Marketing Management	3 credits
MGT 620	Empirical Methods in Business (first part of the two-year sequence)	3 credits
MKT 679	Directed Readings in Marketing	3 credits

(Depending on the knowledge on quantitative methods in marketing, students may request to replace the above required courses by more advanced graduate level courses. Faculty approval is required.)

Elective Courses (minimum 24 credits)

MATH 420	Experimental Design	3 credits
Pol Sci 581	Causal Inference	3 credits
Econ 5161	Applied Econometrics	3 credits
Econ 5121	Advanced Quantitative Methods in Economics	3 credits
MEC 625	Industrial Organizations I	1.5 credits
MEC 626	Industrial Organization II	1.5 credits
MEC 661	Analysis of Time Series Data	3 credits
MEC 670	Seminar in Econometrics	3 credits
MGT 620	Empirical Methods in Business (second part of the two-year sequence)	3 credits
MKT 673	Analytical Modeling in Marketing	1.5 credits
MKT 675	Empirical Methods in Structural Modeling	1.5 credits
MKT 601	Consumer Behavior I	1.5 credits
MKT 602	Consumer Behavior II	1.5 credits
MKT 674	Judgement and Decision Making	1.5 credits
MKT 679	Directed Readings in Marketing	3 credits

*Other Graduate Courses (500 and above): With the approval of the faculty and the instructor of the specific courses.