

Course Descriptions

B55 MKT 670 Seminar in Marketing Management

This course is an advanced seminar of doctoral level standing. The course is aimed at students pursuing a degree in business, economics or other disciplines interested in learning about the state of the art in analytical and empirical models in marketing. The objective of this course is to study analytical and empirical models and methods used in marketing to understand and predict the behavior of market participants, viz., consumers, and firms and to examine generalizations of such behaviors from a number of studies. The topical coverage in this seminar will vary from year to year.

B55 MKT 674 Judgment and Decision Making

This class provides students an introductory overview of judgment and decision making (JDM, aka Behavioral Decision Making) research, with a consumer behavior slant. The field of JDM is heavily grounded by the disciplines of economics, psychology, and statistics, and now has major contributions from most business domains as well (organizational behavior, behavioral accounting, behavioral finance, marketing, consumer behavior, etc.). We will look at some of the classic articles and theories that started the movement and current work that has updated these theories.

B55 MKT 601 Seminar in Consumer Behavior I

Consumer Behavior I is the first half of a two-part PhD level course on consumer behavior. However, either part I or part II can be taken independently of the other part. This course will essentially cover the first half of topics from the Handbook of Consumer Psychology.

B55 MKT 602 Seminar in Consumer Behavior II

Consumer Behavior II is the second half of a two-part PhD level course on consumer behavior. However, either part I or part II can be taken independently of the other part. This course will essentially cover the second half of topics from the Handbook of Consumer Psychology.

B55 MKT 678 Independent Study in Marketing

Internship must be arranged by the student and approved by the advising faculty member. An outline of objectives must be submitted to the PhD Office prior to enrollment. May be taken a maximum of five (5) times for credit. Credit, variable; fifteen (15) credits combined total.

B55 MKT 679 Directed Readings in Marketing

A program of readings developed by and with the approval of one or more members of the Marketing faculty. Prerequisite, approval of the Director of the PhD program. Credit, variable. May be taken up to two (2) times for credit; six (6) credits combined total.

B56 HRM 621 Seminar in Organizational Behavior II

Psychology (First Year) Courses

L33 Psych 5066 Quantitative Methods I

Introduction to the theoretical concepts underlying quantitative methods in psychology. Topics include set theory, probability theory including the basic probability density functions and their cumulative distributions, joint events and stochastic independence, sampling theory and sampling distributions (including the binomial, normal, t, chi-square and F distributions), parameter estimation, interval estimation, the t-test, hypothesis testing, power, and some nonparametric statistics.

L33 Psych 5067 Quantitative Methods II

Continuation of Psych 5066. Introduction to multiple regression/correlation analysis. Topics include bivariate and multiple correlation and regression, regression diagnostics, representation of nominal or qualitative variables, power polynomials, logistic regression, interactions, ANOVA, analysis of covariance, and repeated measures. PREREQ: Psych 5066.

L33 Psych 5991 Social Cognition (offered every other year, also appropriate to take first year)

This seminar will focus on current theory and methods in social cognition, broadly defined. The goal of this course, much like the goal of research in social cognition is twofold: 1) to explore the cognitive underpinnings of social psychological phenomena, including person perception, stereotyping, attribution, emotion, automaticity, and self-construction, assessment, and regulation; and 2) to explore the social and contextualized nature of cognitive processes and content, including memory, judgment, and perception. Although the course draws primarily on readings from the social psychological literature, topics discussed are relevant to a variety of domains, including cognitive and clinical psychology. PREREQ: Graduate standing.

L33 Psych 5087 Advanced Cognitive Psychology (also appropriate to take first year)

An advanced introduction to core topics in cognitive psychology. Topics to be covered include attention, memory, problem-solving, imagery, categorization, action planning, and comprehension. PREREQ: Graduate standing.

L33 Psych 5832 Personality and the Self (offered every other year, sometimes offered in the Spring, also appropriate to take first year)

This course will examine how personality is viewed from the self's perspective as well as from an outside perspective. Which perspective is more accurate? How well do people know themselves? What do other people know about us that we don't know about ourselves? The readings will examine theory and research concerning these topics, and class discussion will focus on critical evaluations of the readings and generation of new research questions. One of the main themes of the course is self-knowledge. Self-knowledge has been of critical importance to philosophers, psychologists, and laypeople (as evidenced by the thousands of self-help books on the subject). This course will examine self-knowledge from a scientific perspective, and will address such questions as, What are the limits of self-knowledge? How well do people know their own personalities? How well do people know how they behave? How well do people know their actual feelings? How well do they know the causes of their feelings, judgments, and behaviors? What good is self-knowledge, anyway? How can it be improved? PREREQ: Graduate standing in Psychology.

L33 Psych 5012 Selected Topics in Design and Statistics (offered every other year)

This course will cover selected topics that extend basic training in statistical analyses for the behavioral sciences. Topics will include methods for handling missing data, resampling methods, randomization and permutation tests, exploratory data analyses and assumption diagnostics, and extensions of the general linear model to outcomes that are not normally distributed (e.g., binary data, count data). PREREQ: Psych 5066 and 5067 or their equivalent.

L33 Psych 5011 Research Designs and Methods

This course provides graduate students with a broad-based exposure to conceptual and practical issues in planning, designing, executing and evaluating research in the behavioral sciences. Topics include Reliability and Validity, experimental design, quasi-experimental design, single-case research, among other topics. PREREQ: Psychology graduate students, OR by permission of the instructor, Psych 5066 and 5067 or equivalent.

L33 Psych 516 Applied Multivariate Analysis (offered every other year)

The purpose of this course is to provide students with a working knowledge of multivariate statistics including multivariate multiple regression, multivariate analysis of variance, discriminant analysis, factor analysis, and canonical correlation analysis. Prereq: Psy 5066 and 5067 or their equivalent.

L33 Psych 5453 Introduction to Affective Science (offered every other year)

The complexity and significance of emotions make their study particularly exciting and challenging. Emotions both shape and are shaped by our subjective experiences, physiology, behaviors, cognitions, social interactions, and health. This course offers an overview of theory and research on emotion with content stretching across psychological disciplines, including personality, social, clinical, developmental, and neuropsychology. Course content will include definitions of emotion, physiological changes associated with emotion, and individual differences in emotional experience. The course will also examine how culture, cognitions, and relationships affect and are affected by emotion and how emotion is related to physical and mental health. PREREQ: Graduate standing.

L33 Psych 5093 Imagery and Memory (offered every other year)

This graduate seminar will focus on the many ways in which imagery and memory interact. Topics covered will include mnemonic devices, how imagery benefits encoding processes, and why pictorial information is more easily remembered than verbal information. We will also discuss how imagery can impact implicit memory and how important memory is for episodic future thought. PREREQ: Psych 5087 or permission of instructor.

Psychology (Second Year) Courses

L33 Psych 5955 Memory, Emotion, and Attitudes: A Survey of Classic and Contemporary Research (offered every other year, also appropriate to take first year)

In this graduate seminar, we begin with a core set of principles about human cognition and affect. The events we retrieve from long term memory can evoke emotion, and those emotional reactions can, in turn, influence the formation and/or change of attitudes along with other sorts of belief systems. The

considerations surrounding this three part (MEMORY-->EMOTION-->ATTITUDE) framework are complex and many interesting questions have received little if any empirical attention. For example, retrieving a memory of a threatening event can automatically trigger different types of correlated but distinct negative emotions. These distinct affective states can, in turn, exert different types of effects on different types of social attitudes. Also, the types of memories that are retrieved--and the ways that those memories are processed--can moderate the ways that emotion and attitudes are ultimately influenced. Readings will draw primarily from classic and contemporary work in social and cognitive psychology, although we will also be considering implications for other related areas, such as research and theory on collective memory and political psychology. PREREQ: Graduate standing.

L33 Psych 503 Seminar: Experimental Social Psychology (offered every other year)

This course provides broad exposure to the theory and methods of modern social psychology. The focus of the course will be on current theoretical issues in major areas of the field, including social perception, social cognition, attitude change, self and identity, aggression, prosocial behavior, interpersonal relations, and group processes. PREREQ: Graduate standing.

L33 Psych 5958 Emotion Regulation (offered every other year)

The purpose of this course is to provide an introduction to the field of emotion regulation. We will discuss theoretical and empirical work on emotion regulation from various areas of psychology, including social, personality, developmental, clinical, and neuroscience. Example topics include definitional issues, goals and strategies, personal and interpersonal consequences, sociocultural influences, life-span development, health and psychopathology. PREREQ: Graduate standing.

Communications Courses

B63 MGT 533 Effective Managerial Communication (MBA/MACC Course, 1.5 Units)

This course expands MBA candidates' competencies in writing the emphatic and active voice style for different stakeholders, presenting under difficult or unplanned circumstances, evaluating the work of others and delivering constructive feedback, running better meetings, and writing and evaluating strategic documents. MBA candidates benefit from constructive feedback provided by the instructor and an international range of classmates. Assignments are drawn from real organizational cases requiring solid tactical thinking to ensure that communication is received well.

B53 MGT 201 Management Communication (BSBA Course, 3.0 Units)

Managers who write and speak effectively excel in business leadership. Persuasive and authentic communication is not only useful in advancing your business career; business employers also consider communication skills to be the most important attribute in people they hire. Effective communication involves more than mastering technical writing and presentation skills. Successful communicators use critical thinking to assess business scenarios and the audience who will hear or read a message; they craft communication in order to attain targeted results. In this course, you'll have the opportunity to become a more polished communicator as you work toward the following goals: Applying rhetorical principles to management communication; Using critical thinking to analyze the audience, the organizational environment, and problems before choosing communication strategies; Implementing principles of plain language and effective design; Collaborating with colleagues to create effective group projects; Representing a company or product in a "crisis communication" press conference. Priority for enrollment will be given to BSBA students.

L15 Drama 214 Public Speaking: Embodied Communication (Drama Course, 3.0 Units)

The ability to speak well and to communicate effectively in the public forum is an essential skill for all students. This course aims to offer a comprehensive and wide ranging approach to developing the skills of the contemporary speaker. While acknowledging and utilizing traditional approaches to public speaking, this course will expand its reach to include applicable techniques from the world of the Performing Arts -- especially theatre and dance. The course does not intend to train the student as a dancer or actor, but it maintains that the successful speaker would do well to harness some of the transferable skill sets from these disciplines. The speaker, like the performer, must stand before an audience with an objective to communicate something well. Both should be dedicated advocates for the message. They share the common ground of requiring a strong voice for a sure delivery of the material, and an expressive physicality willing to fully embody and serve the message.

B53 660 Seminar on Presentation Skills (Required for Third Year Students)

The goal of this course is to teach students the basic principles of effective research communication sufficiently early in the program, so that they have multiple opportunities to practice and hone their skills. The learning objectives are as follows: 1) demonstrate knowledge of how to organize thoughts and write research papers effectively, 2) demonstrate ability of how to design effective presentation decks for seminars and conference presentations, and 3) improve the critical thinking that underlies research before, during, and after its completion.

Other Courses

B53 MGT 601 Doctoral Prep: University Teaching

Two (2) credits are required for the Ph.D. Students must provide an Olin professor 30 hours of assistance in the teaching function; includes, but is not limited to, conducting help sessions, grading, developing lectures or exams. Maximum of eight (8) credits allowed. Hours performed during this course do not count toward RA/TA requirements. Credits will count towards teaching requirement of the Graduate School of Arts & Science.

B53 MGT 605 Research Internship

Three (3) credits are required for the PhD. Under the direction of a faculty member, students will work (and be graded) on their own research project. This requirement will be completed when students are at candidacy and preparing a dissertation proposal. Internship must be arranged by the student and approved by the advising faculty member. An outline of objectives must be submitted to the PhD Office prior to enrollment. An additional nine (9) credits may be taken; maximum of twelve (12) credits allowed.

B53 MGT 610 Dissertation

Maximum of twelve (12) credits allowed, six (6) per semester. Prerequisite: submission of Title, Scope, and Procedure Form and successful Proposal of dissertation.

Course descriptions represent courses offered recently. Not all courses are offered every semester, and it is important to check with Olin Business School prior to scheduling classes to determine course availability for any given semester. Olin Business School reserves the right to make changes in the course offerings and descriptions.