



OLIN BUSINESS SCHOOL

Doctor in Business Administration (DBA) in Marketing

Consumer Behavior Track

Required Courses (19.5 credits)

MKT 601	Seminar in Consumer Behavior I	1.5 credits
MKT 602	Seminar in Consumer Behavior II	1.5 credits
MKT 576A	Understanding and Influencing Consumer Behavior	1.5 credits
MKT 571A	Marketing Research	1.5 credits
MKT 571B	Advanced Marketing Research	1.5 credits
MKT 679	Directed Readings in Marketing	3 credits (should take twice)
Psych 5066	Quantitative Methods I	3 credits
Psych 5067	Quantitative Methods II	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 28.5 credits)

MKT 577	Marketing Strategy	3 credits
MKT 558A	Pricing Strategies	1.5 credits
MKT 500U	Digital Marketing and Customer Analytics	1.5 credits
MKT 520	Creating and Building Brand Equity	1.5 credits
MKT 559A	New Product Development I	1.5 credits
MKT 559B	New Product Development II	1.5 credits
MKT 674	Judgment and Decision Making	1.5 credits
Psych 5991	Social Cognition	3 credits
Psych 5087	Advanced Cognitive Psychology	3 credits
Psych 5832	Personality and the Self	3 credits
Psych 5012	Selected Topics in Design and Statistics	3 credits
Psych 5011	Research Designs and Methods	3 credits
Psych 516	Applied Multivariate Analysis	3 credits
Psych 5453	Introduction to Affective Science	3 credits
Psych 5093	Imagery and Memory	3 credits
Psych 5955	Memory, Emotion, and Attitudes	3 credits
Psych 503	Seminar: Experimental Social Psychology	3 credits
Psych 5958	Emotion Regulation	3 credits
MGT 533	Effective Managerial Communication	1.5 credits
MGT 201	Management Communication	3 credits
Drama 214	Public Speaking: Embodied Communication	3 credits
MGT 601	Doctoral Prep: University Teaching	1.5 – 8 credits

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