

# BUSINESS ADMINISTRATION (MARKETING - PH.D.)

The doctoral program is research-focused and offers the opportunity for concentrated study in consumer behavior or in quantitative or analytical modeling of marketplace phenomena.

The Ph.D. curriculum consists of course work in three areas: research foundations, the major field, and electives. In addition, students are required to complete a first-year summer research project, a second year summer paper, a third-year review paper, and a dissertation. Other requirements are outlined in the Graduate Degrees (<http://gradcatalog.ufl.edu/graduate/degrees/>) section of this catalog.

The research foundations requirement comprises a set of research methods and data analysis courses chosen from statistics, psychology, and/or economics. The major field course work is made up of a set of four required marketing seminars that are completed during the student's first 2 years in the program. Electives are selected from both advanced marketing seminars and other related disciplines to complement the student's research program.

## Degrees Offered

### Doctoral Degree through the Department of marketing Offered with a Major in Business Administration

- Doctor of Philosophy
  - concentration in Marketing

Requirements for these degrees are given in the Graduate Degrees (<http://gradcatalog.ufl.edu/graduate/degrees/>) section of this catalog.

## Courses

### Marketing Departmental Courses

Code	Title	Credits
MAR 5805	Problems and Methods in Marketing Management	3
MAR 5806	Problems and Methods in Marketing Management	2
MAR 6105	Marketing Ethics	2
MAR 6157	International Marketing	2
MAR 6158	International Marketing	3
MAR 6237	The Art and Science of Pricing	2
MAR 6256	Strategy and Tactics of Pricing	3
MAR 6335	Building and Managing Brand Equity	2
MAR 6456	Business-to-Business Marketing	2
MAR 6479	Professional Selling	2
MAR 6507	Customer Insights and Analysis	3
MAR 6508	Customer Analysis	2
MAR 6590	Managerial and Consumer Decision Making	3
MAR 6591	Consumer and Managerial Decision-Making	2
MAR 6646	Marketing Research for Managerial Decision Making	3
MAR 6648	Marketing Research for Managerial Decision Making	2
MAR 6667	Marketing Analytics Methods	2
MAR 6668	Marketing Analytics 1	2

MAR 6669	Marketing Analytics 2	2
MAR 6722	Web-Based Marketing	2
MAR 6816	Advanced Marketing Management (MBA)	3
MAR 6818	Advanced Marketing Management	2
MAR 6833	Product Development and Management	2
MAR 6838	Brand Management	3
MAR 6839	Product Development and Management	3
MAR 6861	Customer Relationship Management	2
MAR 6862	Customer Relationship Management	3
MAR 6905	Individual Work	1-4
MAR 6910	Supervised Research	1-5
MAR 6930	Special Topics in Marketing	1-4
MAR 6940	Supervised Teaching	1-5
MAR 6957	International Studies in Marketing	1-4
MAR 6971	Research for Master's Thesis	1-15
MAR 7507	Perspectives on Consumer Behavior	3
MAR 7588	Consumer Information Processing and Decision Making	3
MAR 7589	Judgment and Decision Making	3
MAR 7626	Multivariate Statistical Methods in Marketing	3
MAR 7636	Research Methods in Marketing	3
MAR 7666	Marketing Decision Models	3
MAR 7671	Artificial Intelligence and Machine Learning	3
MAR 7925	Workshop in Marketing Research	3
MAR 7979	Advanced Research	1-12
MAR 7980	Research for Doctoral Dissertation	1-15

### Accounting Departmental Courses

Code	Title	Credits
ACG 5005	Financial Accounting	2
ACG 5025	Financial Accounting	3
ACG 5065	Financial and Managerial Accounting	3
ACG 5075	Managerial Accounting	2
ACG 5076	Managerial Accounting	3
ACG 5226	Advanced Accounting	2
ACG 5505	Governmental Accounting	2
ACG 5637	Auditing I	2
ACG 5647	Auditing II	2
ACG 5815	Accounting Regulation	2
ACG 6107	Accounting for Income Taxes	2
ACG 6136	Accounting Theory	2
ACG 6175	Financial Reporting and Analysis	2
ACG 6207	Accounting for Risk	2
ACG 6635	Issues in Audit Practice	2
ACG 6685	Forensic Accounting	2
ACG 6691	International Auditing	2
ACG 6697	Information Systems Assurance	2
ACG 6841	Data Analytics for Accounting	2
ACG 6905	Individual Work in Accounting	1-4
ACG 6935	Special Topics in Accounting	1-4
ACG 6940	Supervised Teaching	1-5
ACG 7399	Accounting Research and Analysis	3
ACG 7848	Data Analysis Skills	2
ACG 7849	Web Crawling and Textual Analysis	2
ACG 7850	Advanced Data and Regression Techniques	3
ACG 7885	Overview of Accounting Research	4
ACG 7886	Accounting Research II	4
ACG 7887	Research Analysis in Accounting	3
ACG 7939	Theoretical Constructs in Accounting	3
ACG 7979	Advanced Research	1-12
ACG 7980	Research for Doctoral Dissertation	1-15

TAX 5025	Federal Income Tax 1	2
TAX 5027	Federal Income Tax 2	2
TAX 5065	Tax Professional Research	2
TAX 6105	Corporate Taxation	2
TAX 6115	Advanced Corporate Taxation	2
TAX 6205	Partnership Taxation	2
TAX 6526	International Taxation	2
TAX 6877	State and Local Taxation	2

## Finance, Insurance, and Real Estate Departmental Courses

Code	Title	Credits
FIN 5405	Business Financial Management	3
FIN 5437	Finance I: Asset Valuation, Risk, and Return	2
FIN 5439	Finance II: Capital Structure and Risk Management Issues	2
FIN 6108	Personal Financial Management	1
FIN 6246	Money and Capital Markets	3
FIN 6296	Capitalism	2
FIN 6306	Investment Banking	2
FIN 6425	Corporation Finance	3
FIN 6427	Measuring and Managing Value	2
FIN 6429	Financial Decision Making	2
FIN 6432	Asset Valuation and Corporate Finance	2
FIN 6438	Study in Valuation	2
FIN 6465	Financial Statement Analysis	2
FIN 6477	Entrepreneurial Finance	2
FIN 6489	Financial Risk Management	2
FIN 6496	Mergers & Acquisitions	2
FIN 6518	Investment Concepts	2
FIN 6525	Asset Management Project	1
FIN 6526	Portfolio Theory	2
FIN 6528	Asset Allocation and Investment Strategy	2
FIN 6537	Derivative Securities	2
FIN 6545	Fixed Income Security Valuation	2
FIN 6547	Interest Rate Risk Management	2
FIN 6549	Special Topics in Fixed Income Securities	2
FIN 6575	Emerging Markets Finance I	2
FIN 6576	Emerging Markets Finance II	2
FIN 6585	Securities Trading	2
FIN 6596	Introduction to Computational Methods & Derivative Pricing	2
FIN 6608	Financial Management of the Multinational Corporation	2
FIN 6626	International Finance	3
FIN 6636	Open Economy Macroeconomics	2
FIN 6638	International Finance	2
FIN 6728	Capitalism and Regulation	2
FIN 6729	Economics Organizations and Markets	3
FIN 6779	Artificial Intelligence & Machine Learning Applications for Finance & FINTECH	2
FIN 6785	Investment Banking and Corporate Financial Modeling I	2
FIN 6786	Investment Banking and Corporate Financial Modeling II	2
FIN 6905	Individual Work in Finance	1-4
FIN 6930	Special Topics in Finance	1-4
FIN 6935	Finance Professional Speaker Series	1
FIN 6936	Special Topics In Investment Finance	2
FIN 6957	International Studies in Finance	1-4
FIN 6958	International Finance Study Tour	2

FIN 7446	Financial Theory I	4
FIN 7447	Financial Theory II	4
FIN 7808	Corporate Finance	4
FIN 7809	Investments	4
FIN 7938	Finance Research Workshop	1-4
FIN 7979	Advanced Research	1-12
FIN 7980	Research for Doctoral Dissertation	1-15
REE 6007	Fundamentals of Real Estate Development	2
REE 6045	Introduction to Real Estate	2
REE 6058	Real Estate Research and Technology	1
REE 6105	Real Estate Appraisal	2
REE 6206	Primary Mortgage Markets and Institutions	2
REE 6208	Secondary Mortgage Markets and Securitization	2
REE 6315	Real Estate Market and Transaction Analysis	2
REE 6395	Investment Property Analysis	2
REE 6397	Real Estate Securities and Portfolios	2
REE 6705	Geographic Information Systems and Location Analysis	2
REE 6737	Real Estate Development	2
REE 6905	Individual Work in Real Estate	1-6
REE 6930	Special Topics in Real Estate	1-4
REE 6935	Real Estate Case Studies	1-2
REE 6948	Capstone Seminar and Applied Project	2

## Information Systems and Operations Management Departmental Courses

Code	Title	Credits
ISM 5021	Information Systems in Organizations	3
ISM 6022	Management Information Systems	2
ISM 6128	Advanced Business Systems Design and Development I	2
ISM 6129	Advanced Business Systems Design and Development II	2
ISM 6215	Business Database Systems I	2
ISM 6216	Business Database Systems II	2
ISM 6222	Business Telecom Strategy and Applications I	2
ISM 6223	Business Telecom Strategy and Applications II	2
ISM 6224	Business Telecom Strategy and Applications III	2
ISM 6226	Business Telecom Strategy and Applications	3
ISM 6236	Business Objects I	2
ISM 6239	Business Objects II	2
ISM 6251	Programming for Business Analytics	2
ISM 6257	Intermediate Business Programming	2
ISM 6258	Advanced Business Programming	2
ISM 6259	Business Programming	2
ISM 6405	Business Intelligence	2
ISM 6413	Introduction to Python	2
ISM 6423	Data Analysis for Decision Support	2
ISM 6485	Electronic Commerce and Logistics	2
ISM 6486	eCommerce Technologies	2
ISM 6487	Risks and Controls in eCommerce	2
ISM 6562	Business Data Presentation and Visualization	2
ISM 6942	Electronic Commerce Practicum	2
MAN 5501	Management	3
MAN 5502	Production and Operations Management	2
MAN 6508	Management of Service Operations	2

MAN 6511	Contemporary Issues in Supply Chain Analytics	2	ENT 6008	Entrepreneurial Opportunity	2
MAN 6528	Principles of Logistics/Transportation Systems	2	ENT 6116	Business Plan Formation	2
MAN 6573	Purchasing and Materials Management	2	ENT 6416	Venture Finance	2
MAN 6575	Purchasing and Supplier Relationship Management	3	ENT 6506	Social Entrepreneurship	2
MAN 6581	Project Management	2	ENT 6616	Creativity in Entrepreneurship	2
MAN 6598	Logistics and Distribution Management	3	ENT 6905	Individual Work in Entrepreneurship	1-4
MAN 6617	International Operations/Logistics	2	ENT 6930	Special Topics	1-4
MAN 6619	International Logistics	3	ENT 6933	Entrepreneurship Lecture Series	1-4
QMB 5303	Managerial Statistics	3	ENT 6946	Entrepreneurial Consulting Project	2
QMB 5304	Introduction to Managerial Statistics	2	ENT 6950	Integrated Technology Ventures	1-4
QMB 5305	Advanced Managerial Statistics	2	ENT 7932	Entrepreneurship	3
QMB 6304	Artificial Intelligence Methods in Business	2	GEB 5114	Entrepreneurship and Venture Finance	3
QMB 6358	Statistical Analysis for Managerial Decisions I	2	GEB 6366	Fundamentals of International Business	2
QMB 6359	Statistical Analysis for Managerial Decisions II	2	MAN 5245	Organizational Behavior	3
QMB 6616	Business Process Analysis	3	MAN 5246	Organizational Behavior	2
QMB 6693	Quality Management and Control Systems	2	MAN 6149	Developing Leadership Skills	2
QMB 6755	Managerial Quantitative Analysis I	2	MAN 6266	Managing Groups and Teams in Organizations	2
QMB 6756	Managerial Quantitative Analysis II	2	MAN 6331	Compensation in Organizations	2
QMB 6845	Supply Chain Analytics: Gaming the Supply Chain	2	MAN 6365	Organizational Staffing	3
QMB 6905	Individual Work in Information Systems and Operations Management	1-5	MAN 6366	Organizational Staffing	2
QMB 6910	Supervised Research	1-5	MAN 6375	Human Capital Analytics	2
QMB 6930	Special Topics in Information Systems and Operations Management	1-4	MAN 6446	Negotiations	3
QMB 6938	Analytics Processes for Business – Bootcamp	1	MAN 6447	Art and Science of Negotiation	2
QMB 6940	Supervised Teaching	1-5	MAN 6635	International Aspects of Human Resource Management	2
QMB 6941	Internship	1-4	MAN 6636	Global Strategic Management	2
QMB 6942	Analytics Projects Practicum 1	1	MAN 6637	Global Strategic Management	3
QMB 6943	Analytics Practicum 2	1	MAN 6721	Business Policy	3
QMB 6944	Analytics Practicum 3	1	MAN 6724	Strategic Management	2
QMB 6945	ISOM Department Business Practicum	2	MAN 6900	Capstone Project	2
QMB 6957	International Studies in Quantitative Methods	1-4	MAN 6905	Individual Work in Management	1-5
QMB 6971	Research for Master's Thesis	1-15	MAN 6910	Supervised Research	1-5
QMB 7565	Stat Research Methods	3	MAN 6930	Special Topics	1-3
QMB 7931	Special Topics in Information Systems and Operations Management	1-4	MAN 6940	Supervised Teaching	1-5
QMB 7933	Seminar in Information Systems and Operations Management	1-4	MAN 6973	Project in Lieu of Thesis	1-4
QMB 7979	Advanced Research	1-12	MAN 7108	Seminar in Research Concepts and Methods in Management	1-4
QMB 7980	Research for Doctoral Dissertation	1-15	MAN 7109	Seminar in Motivation, Attitudes and Leadership	1-4
			MAN 7208	Seminar in Contemporary Approaches to Entrepreneurship and Organizations	1-2
			MAN 7249	Org Behavior	3
			MAN 7267	Seminar on Groups and Teams Research	1-2
			MAN 7328	Seminar on Staffing and Selection	1-3
			MAN 7778	Seminar in Behavioral Approaches to Strategy	1-2
			MAN 7779	Seminar in Strategic Processes, Innovation, and Entrepreneurship	1-2
			MAN 7934	Org Res Methods Sem	4
			MAN 7935	Strategic Management	3
			MAN 7979	Advanced Research	1-12
			MAN 7980	Research for Doctoral Dissertation	1-15

## Management Departmental Courses

Code	Title	Credits
BUL 5810	Legal Environment of Business	3
BUL 5811	Law, Ethics, and Organizations	2
BUL 5832	Commercial Law for Accountants	2
BUL 6441	Business Ethics and Corporate Social Responsibility	2
BUL 6516	Law of Real Estate Transactions	2
BUL 6841	Employment Law	2
BUL 6852	International Business Law	2
BUL 6905	Individual Work	1-5
BUL 6930	Special Topics	1-3
ENT 6006	Entrepreneurship	2

## Warrington College of Business Courses

Code	Title	Credits
BTE 7171	Preparing to Teach in Business	2
GEB 5212	Professional Writing in Business	1-3
GEB 5215	Professional Communication in Business	1-3
GEB 5929	Foundations Review	1-3

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GEB 6229	Professional Communication for Accountants	2
GEB 6365	International Business	3
GEB 6905	Individual Work	1-4
GEB 6930	Special Topics	1-3
GEB 6941	Internship	1-4
GEB 6957	International Studies in Business	1-4