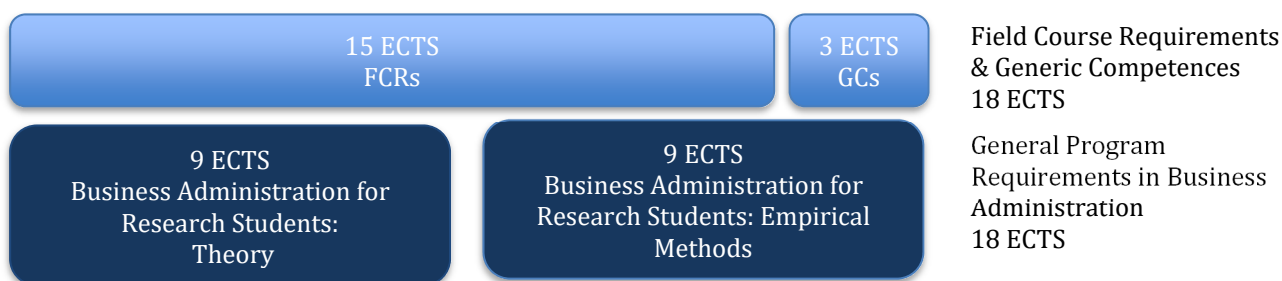


## Structure for a Course Program in Marketing

Marketing operates in a complex and dynamic marketplace environment. Those environmental forces influence strategic and operational decision-making processes by marketers. The goal of the course program is to provide PhD students a sound introduction into recent developments, theories and methods in applied marketing research. Students will draw from current marketing journal articles to raise awareness of what is happening on the one hand in the marketing environment and on the other hand in market research. We will have deep discussions about new marketing issues and/or methodological advancements that could potentially impact the industry and academic research.

The purpose of our PhD course program is therefore to provide PhD students with a solid foundation for critical thinking and research about recent trends in marketing and a fundamental education in several state-of-the-art methods in econometrics, statistics and quantitative modeling. Participants will learn to develop relevant research ideas, to link them to theories, to apply rigorous methods and to publish their work in academic research journals. The program requires excellent quantitative and programming skills. Undergraduate studies in statistics and prior training in marketing and marketing research are advantages.



### 1. General Program Requirements (GPR), 18 ECTS

- Business Administration for Research Students: Theory (9 ECTS)
- Business Administration for Research Students: Empirical Methods (9 ECTS)

- Network your way (NN, 3 ECTS)\*
- Allowance of generic courses offered by the University of Zürich.

s: each semester  
\*: yearly offered  
\*\*: 2-yearly offered

### 2. Field Course Requirements (FCR), 15 ECTS out of a variety of elective field courses

#### A. General courses

- PhD seminar in Quantitative Marketing (Algesheimer, Natter, von Wangenheim)<sup>s</sup>
- PhD seminar in Recent Developments in Marketing and Market Research (Algesheimer, Natter, von Wangenheim)<sup>s</sup>
- PhD seminar in Network Science (Tessone)<sup>s</sup>

#### B. Specialized method courses

- Empirical Models in Marketing (guest)\*\*
- Consumer Behavior (guest)\*\*

### Marketing Professors at the Department of Business Administration:

Prof. Dr. Martin Natter  
Prof. Dr. René Algesheimer  
Prof. Dr. Anne Scherer  
Prof. Dr. Andrea Giuffredi-Kähr  
Prof. Dr. Claudio J. Tessone  
Dr. Margot Löwenberg  
Dr. Markus Meierer  
Dr. Radu Tanase  
Dr. Manuel Mariani

### 3. Generic Competences (GC), 3 ECTS

- Workshop „Scholarly writing“ (Reid, 3 ECTS)\*

### Adjunct faculty:

Florian von Wangenheim (ETH)