PACE UNIVERSITY
Lubin School of Business

Marketing Concentration Courses

Doctoral candidates who concentrate in marketing complete the two doctoral concentration seminars in marketing and three advanced electives in marketing.

Doctoral Concentration Seminar in Consumer Research (MAR 831)

Develops a rigorous foundation in the major theoretical and empirical contributions and methodological approaches to consumer behavior. Explores topics like attitude formation, categorization, inference making, consumer knowledge and memory, decision-making and choice, post-purchase processes, and contextual factors that affect consumer behavior. Evaluates methodological approaches and analytical techniques commonly used in consumer research. Emphasizes critical evaluation and creative extension published research. Provides partial preparation for doctoral comprehensive examination in marketing.

Doctoral Concentration Seminar in Marketing Management (MAR 832)

Develops a rigorous foundation in the major conceptual and empirical contributions to marketing management. Examines theories, concepts, and techniques used in marketing management. Explores traditional topics like pricing, communications, and distribution as well as contemporary topics like eCommerce, social media, and social responsibility. Emphasizes critical evaluation and creative extension published research in marketing management. Provides partial preparation for doctoral comprehensive examination in marketing.

Marketing Electives

In addition to the doctoral concentration seminar in marketing, each candidate concentrating in marketing completes three advanced graduate courses, selected in consultation with a faculty advisor. Most doctoral candidates select three of the courses in the following list because they emphasize theoretical structures and issues.

- Consumer Behavior (MAR 620)
- Marketing Research (MAR 635)
- Advertising and Sales Promotion (MAR 645)
- New Product and Service Planning and Development (MAR 660)

Other Possible Marketing Electives Available

- Digital Marketing (MAR 649)
- Social Media and Mobile Marketing (MAR 646)
- Selling Skills and Managing the 21st Century Sales Team (MAR 640)
- Interactive and Direct Marketing (MAR 643)
- Customer Relationship Managment (MAR 644)
- Strategic Marketing Planning (MAR 675)
- Value Creation (MAR 679)
- Data Science for Business (DAT 617)