

PhD in Business Administration and Management Marketing Curriculum

The marketing curriculum provides an opportunity for focused research in one or more of the following marketing areas: consumer behavior, marketing strategy and quantitative marketing. Students search into how consumers make decisions and how organizations serve their needs.

- **Deadline:** January 15th, 2015
- **Duration:** 4 years
- **Fellowships available**

Program Overview

1st year

- Marketing Theory
- Consumer Behavior
- Marketing Research Methods
- Marketing Modeling
- Mathematics (precourse)
- Introductory Econometrics for Business Studies
- Microeconomic Analysis
- Business Economics & Firm Behavior I
- Applied Business Studies
- Sociology for Business Studies
- Business Economics & Firm Behavior II
- Econometrics of Linear Models
- Microeconometrics

2nd year

- Laboratory and Field Experimental Methods
- Quantitative Marketing Models
- Consumer Culture Theory
- Empirical Approaches for Marketing and Management Research
- 8 electives

3rd and 4th year

- Research and Dissertation Development

Research Project Examples

Why do consumers exchange opinions online?

When are consumers more sensitive to peer reviews vs. expert advice?

How can computer simulations help design optimal promotional campaigns?

What is the effect of government intervention on price transparency?

When is product introduction hurting society?

Should LeBron James tweet Kobe Bryant?

What is the effect of promotions on consumers with scarce resources?

How does having a confident self influence the way consumers behave in the marketplace?

How do sensory factors such as sound, smell, and feel influence product evaluations?

How can we improve consumers' happiness with their consumption experiences?

What is the role of small toys in gender identity construction?

For more information about the program, the faculty and the admission procedures, please feel free to contact infophd@unibocconi.it or visit our website www.unibocconi.eu/phdbusinessadministration