

Doctor of Philosophy (PhD) in Marketing

YEAR ONE

Course Code	PhD: First Semester Courses Year 1	Credit
MKT 901	Principles of Purchasing	5
MKT 902	Government Business Relations	5
MKT 903	Problem Analysis & Statistics	5
MKT 904	Information & Communication Technology	5
MKT 905	Entrepreneurship	5
MKT 906	Environmental Education	5
TOTAL CREDITS		30
Course Code	PhD: Second Semester Courses Year 1	Credit
MKT 911	Marketing Research Project	5
MKT 912	Legal Aspects of Marketing	5
MKT 913	Industrial Marketing	5
MKT 914	Marketing Planning & Control	5
MKT 915	Business Policy and Strategic Management	5
MKT 916	Year One: PhD Research Thesis	5
TOTAL CREDITS		30

YEAR TWO

Course Code	PhD: First Semester Courses Year 2	Credit
MKT 921	Advertising Management	5
MKT 922	International Marketing	5
MKT 923	Sales and Distribution Management	5
MKT 924	Product Brand Management	5
MKT 925	Information Technology and Management	5
MKT 926	Business Ethics and Ethos	5
TOTAL CREDITS		30
Course Code	PhD: Second Semester Courses Year 2	Credit
MKT 1001	Project Management	5
MKT 1002	Business Laws	5
MKT 1003	Consumer Behavior and Market Research	5
MKT 1004	Digital Marketing Strategy	5
MKT 1005	Advanced Marketing Metrics	5
MKT 1006	Year Two: PhD Research Thesis	5
TOTAL CREDITS		30



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YEAR THREE

Course Code	PhD: First Semester Courses Year 3	Credit
MKT 1011	Managing and Marketing Sports	5
MKT 1012	Next Generation Management	5
MKT 1013	Marketing and Society	5
MKT 1014	Advanced Advertising Theory	5
MKT 1015	Marketing to Business and Organization	5
MKT 1016	Consumer Behavior	5
TOTAL CREDITS		30
Course Code	PhD: Second Semester Courses Year 3	Credit
MKT 1021	Marketing Management	5
MKT 1022	Product and Innovation Management	5
MKT 1023	Services Marketing	5
MKT 1024	Retail Marketing	5
MKT 1025	Year Three: PhD Research Thesis	10
TOTAL CREDITS		30

Application processing, admissions and registrations for the new Academic Session are currently in progress. Apply for study now, visit: www.iicseuniversity.org