

 <b>FLORIDA ATLANTIC UNIVERSITY</b>	<b>NEW/CHANGE PROGRAM REQUEST Graduate Programs</b>		UGPC Approval _____ UFS Approval _____ Banner Posted _____ Catalog _____
<b>Department</b> Marketing  <b>College</b> Business		<div> <input type="checkbox"/> <b>New Program</b> </div> <div> <input type="checkbox"/> <b>Change Program</b> </div> <div> <b>Effective Date</b>  <small>(TERM &amp; YEAR)</small>  Spring 2026 </div>	
<b>Program Name</b>			
<b>Please explain the requested change(s) and offer rationale below or on an attachment</b>			
<b>Faculty Contact/Email/Phone</b>		<b>Consult and list departments that may be affected by the change(s) and attach documentation</b>	
<b>Approved by</b> Department Chair _____ College Curriculum Chair <i>Robert Pinsker</i> College Dean <i>Marc Rhorer</i> UGPC Chair _____ UGC Chair _____ Graduate College Dean _____ UFS President _____ Provost _____			<b>Date</b> 10/7/2025 10/8/2025 10/8/2025 11/05/2025 11/05/2025 11/05/2025 _____ _____

Email this form and attachments to [UGPC@fau.edu](mailto:UGPC@fau.edu) one week before the UGPC meeting so that materials may be viewed on the UGPC website prior to the meeting.

Memo regarding Marketing courses:

In the past, students took MAR 7936 over two semesters (referred to as Seminar in Marketing 1 and 2). This was confusing to students and others as the same course number was used for both semesters. Further, while the numbering would suggest 1 should precede 2, that was not the case in practice. We are therefore proposing to have the material covered in two unique classes.

MAR7936 (existing course) – this course will cover the material that has been in Seminar in Marketing 2; we request to modify the title accordingly and change the prerequisite to be consistent with other doctoral level courses in the college.

MAR 7622 (new course) – we request to create a new course that will cover the material that has been covered in Seminar in Marketing 1.

This is a credit neutral and a budget neutral change.

## Course Changes in Catalog

### Methods in Marketing Research (MAR 7622) 3 credits

*Prerequisite: Admission to Ph.D. program*

Seminar covers topics including but not limited to research design and implementation, commercial and electronic data sources, qualitative research, survey methods, sampling techniques and multivariate analysis. Throughout, emphasis will be placed on types of analyses appropriate to particular kinds of marketing data; however, the course will not be statistically intensive.

### Seminar in Marketing ~~1 and 2~~ (MAR 7936) 3 credits

*Prerequisite: ~~Completion of Ph.D. core~~ Admission to Ph.D. program*

Seminar covers topics including but not limited to research design and implementation, commercial and electronic data sources, qualitative research, survey methods, sampling techniques and multivariate analysis. Throughout, emphasis will be placed on types of analyses appropriate to particular kinds of marketing data; however, the course will not be statistically intensive.

~~A sequence of courses dealing with a range of significant topics and issues.~~

## Program Change in Catalog

### Doctoral program

#### Business Administration

Doctor of Philosophy (Ph.D.)

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#### Executive Concentration in the Ph.D. Program in Business Administration

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##### Foundation and Statistics Courses - 12 credits

Topics in Econometrics	ECO 6424	3
Scientific Methods in Business	MAN 7640	3
Research Methods 1	QMB 7565	3
Research Methods 2	QMB 7566	3

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##### Executive Core Courses - 36 credits

Survey of Accounting Behavioral Research	ACG 7837	3 or
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Seminar in Current Accounting Research Issues	ACG 7918	3
Survey of Archival Accounting Research	ACG 7886	3
Microeconomic Foundations of Strategic Decision Making	ECO 7178	3
Contemporary Issues in Global Macroeconomics	ECO 7296	3
Theory of Corporate Finance: Readings and Empirics	FIN 7808	3
State-of-the-Art Managerial Finance	FIN 7895	3
Business Transformation in Information Systems and Operations Management	ISM 7345	3
Seminar in Information Systems	ISM 7935	3
Strategic Management Seminar	MAN 7729	3
Advanced Management Theory	MAN 7779	3
Methods in Marketing Research	MAR 7622	3
Seminar in Marketing	MAR 7936	3
<del>Seminar in Marketing 1 and 2 (Students take course twice, once as seminar 1 and then as seminar 2, 3 credits each.)</del>	<del>MAR 7936</del>	<del>6</del>
<b>Dissertation - 32 credits (minimum)</b>		
<b><i>Choose 6 credits in area of interest (may be taken multiple times)</i></b>		
Advanced Research in Accounting	ACG 7978	1-6
Advanced Research in Economics	ECO 7978	1-6
Advanced Research in Finance	FIN 7978	1-6
Advanced Research in Information Technology	ISM 7978	1-6
Advanced Research in Management	MAN 7978	1-6
Advanced Research in Marketing	MAR 7978	1-6

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***Choose courses in area of interest - 26 credits***  
*(may be taken multiple times)*

Doctoral Dissertation in Accounting	ACG 7980	1-15
Doctoral Dissertation in Economics	ECO 7980	1-15
Doctoral Dissertation - Finance/Real Estate	FIN 7980	1-15
Doctoral Dissertation Research	ISM 7980	1-15
Doctoral Dissertation - Management	MAN 7980	1-15
Doctoral Dissertation in Marketing	MAR 7980	1-15