

Ph.D. in Business Coursework

The program consists of 54 credit-hours of required work and has a research and teaching focus that concentrates on a joint area of study in International Business and Marketing. The curricular objective is the intellectual development of the student through the advancement of research skills as well as the acquisition and application of knowledge.

Research Tools (required courses) 12 hours

- * PSY 594: Applied Univariate Statistics in Behavioral Science
- * PSY 650: Applied Statistics in Behavioral Science
- * Two approved Research Tools electives

Area of Study (required courses) 18 hours

- * IB 680: Theory in International Business
- * IB 682: Seminar in Global & Regional Business
- * IB 683: Seminar in Global Strategy
- * MKT 682: Seminar in Marketing Theory
- * MKT 683: Seminar in International/Global Marketing Theory
- * MKT684: Seminar in Consumer Behavior

Elective (3 hours)

Choose one from the below:

- * ACC 616: International Accounting
- * ECN 606: Advanced Economic Development
- * ECN 617: History of Economic Thought
- * ECN 630: International Trade
- * ECN 631: Seminar in International Economics: Exchange Rates & International Adjustment
- * FIN 625: International Finance
- * MGT 617: Comparative International Management
- * MKT 612: Marketing and Electronic Commerce
- * MKT 615: New Product Management
- * MKT 620: Consumer Analysis & Marketing Implications
- * MKT 626: Environmental Analysis & Marketing Implications
- * MKT 646: Strategic Marketing

Research Topics (9 hours)



The John Cook School of Business undergraduate and graduate programs are accredited by AACSB International - the Association to Advance Collegiate Schools of Business, the premier accrediting agency for degree programs in business.

Research topic analysis relating to international business and/or marketing will be covered and conducted by faculty in Marketing, International Business, and other departments of the University. Students will interact with a faculty mentor to conduct in-depth literature review and analysis on certain topics not covered in normal coursework. Study will involve one-on-one instruction rather than lectures or seminars.

Dissertation 12 hours

A successful dissertation is required of each doctoral candidate. Under the direction of a faculty committee, a dissertation proposal is developed and a final manuscript is completed. A public defense is held separately for both the proposal and the completed dissertation.

Find out more

For more information on the program, you may contact the SLU Graduate Programs at gradadmission@slu.edu or calling (314) 977-2500



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