

**Guanghua School of Management 2022**  
**Doctoral Program in Marketing**

**1. Mission**

The Program aims to cultivate marketing scholars with strong academic interest, systematic theoretical and methodological foundation, superlative empirical analysis ability, and equip them with the competence to conduct high-quality scientific research and teaching, providing the finest faculty resources to top tier business administration schools at colleges and universities.

Specific objectives of the Program:

1. Develop strong interests and motivations in conducting academic work.
2. Obtain systematic and solid professional knowledge and be proficient in applying the research methods related to the major
3. Capable of teaching at top tier business administration schools at colleges and universities.
4. Possess the ability to promote and conduct innovative research.
5. Utilize at least one foreign language proficiently to participate in academic exchange and communications.

**2. Requirement for Frontier Lectures**

No requirement

**3. Comprehensive Disciplinary Examination**

Students will take the Comprehensive Disciplinary Examination in the fourth semester after admission. The examination focuses on the required courses that are already taken by the student. Only those who have scored 70 or above can pass the comprehensive examination. The examination committee consists of faculty who are teaching required courses.

**4. Research Competence Assessment**

The graduation thesis completed by the student must have the potential to be published in a leading international or domestic academic journals.

**5. Dissertation Qualification**

After passing comprehensive examination, students need to start the topic selection process for their dissertations. At the same time, their opening report shall be approved. The first draft of the dissertation must pass a three-step-process: a pre-defense, an anonymous evaluation by experts and a formal defense for the dissertation. All doctoral dissertations shall be original, innovative, and contain certain academic values. Only those who pass the three-step-process will receive the Doctoral Degree from Peking University. The final version of the dissertations shall be able to be published in international or domestic prestigious academic journals.

**6. Curriculum**

The minimum total credits are 32 credits, including 19 credits of required courses and 13 credits of optional courses.

Note: Optional courses can be selected from the doctoral courses that are offered by other Programs

within Guanghai or other colleges. At the same time, Guanghai School of Management need to approve those courses. Otherwise, the credits will not count toward as effective credits for graduation.

No	Course Code	Course Name in Chinese	Course Name in English	Course Type	Credits	Semester	Remarks
1	04411003 /04411004/04411005	基础汉语	Elementary Chinese	Required	2	1or2	
2	61410008	中国概况	Lecture Series on Contemporary China	Required	2	1	
3	02802140	学术思想与学术写作	Academic Thinking and Academic Writing	Required	1	3	
4	02810090	高级微观经济学	Advanced Microeconomics	Required	3	1	
5	02810100	高级计量经济学	Advanced Econometrics	Required	3	1	
6	02814910	消费者行为 (I)	Seminar on Consumer Behavior Seminar I	Required	2	1	
7	02814940	营销模型I	Seminar on Marketing Models I	Required	2	2	
8	02814960	营销战略研讨	Seminar on Marketing Strategy	Required	2	2	
9	02814680	市场营销专题	Special Topics in Marketing	Required	2	3	
10	02814540	管理研究方法(1)	Methods and Design in Management Research	Optional	3	1	
11	02814930	消费者行为 (II)	Seminar on Consumer Behavior II	Optional	2	2	Required Course for Consumer Behavior

12	02814950	营销模型 II	Seminar on Marketing Models II	Optional	2	2or4	Required Course for Modeling
13	02810120	高级微观经济专题	Topics in Advanced Microeconomics	Optional	3	2	Required Course for Modeling
14	Please Reference to the Actual Course Code	机器学习与经管研究	Machine Learning and Social Science Research	Optional	2	2	
15	02812780	机器学习与商业数据挖掘	Machine Learning and Data Mining	Optional	2	2	
16	02804000	实验设计与分析	Experimental Design and Analysis	Optional	2	3	
17	02802860	行为经济学前沿专题 (英文)	Research Topics in Behavioral Economics	Optional	2	4	Recommended for Consumer Behaviour
18	01612730	决策行为	Decision-making Behavior	Optional	2		Recommended for Consumer Behaviour (Offered by School of Psychology)
19	01614281	经济心理学专题	Seminar on Economic Psychology	Optional	2		Recommended for Consumer Behaviour (Offered by School of Psychology)
20	02801290	城市与区域经济学专题 (英文)	Urban Economics and Regional Science	Optional	3	1	Recommended for Modeling
21	02811010	博弈论与信息经济学 (英)	Game Theory and Information	Optional	3	2or4	Recommended for Modeling

		文)	Economics				(biennial)
22	02811820	产业经济学专题	Topics in Industrial Economics	Optional	3	1or3	Recommended for Modeling (Biennial)
23	02803280	统计运算与数据分析	Statistical Computing and Data Analysis	Optional	4	2	Recommended for Strategy
24	02801591	管理的经济学基础 (英文)	Economics Foundation for Management	Optional	2	2	Recommended for Strategy
25	02801592	管理的社会学基础 (英文)	Sociological Foundation for Management	Optional	2	2	Recommended for Strategy

**Supplementary Provisions on Doctoral Program of Marketing  
March 2022**

**Courses Requirement**

1. Students should select the courses based on the program curriculum and specific course arrangements.
2. Participate in scientific research training camps, mainly including scientific research ethics and academic writing; For first-year students before entering school or during the summer vacation of the first year.
3. Students are not allowed to participate in internships at off-campus non-academic institutions during the doctoral program (including winter and summer vacations).

**Ph.D. Candidacy Requirements**

All PhD candidates are required to meet the following requirements: 1.Complete all courses requirements; 2.Pass the first-year and the second-year paper; 3. Pass the qualification examination. Application for graduation deferral must be approved by the Doctoral Academic Committee. 2 years of graduation deferral are allowed maximum.

4. First-Year Paper: Doctoral students are required to submit an English paper at the end of August in the first academic year. The paper should be completed in the name of first author and convey empirical/experimental data or model analysis. Each paper is anonymously reviewed by two faculties and evaluated as "excellent", "good", "qualified" and "unqualified." If a student's paper is assessed as "unqualified", it will need to be revised or rewritten and submitted before the end of the first semester of the second academic year (the end of February) for reevaluation. Failing to pass the evaluation this time will result in cancellation of participating the doctoral qualification examination. The first-year paper is required to give a presentation in the department seminar held during the first semester of the second academic year.
5. Second-Year Paper: Doctoral students are required to submit an English paper at the end of

August in the second academic year. The thesis should be completed in the name of first author and demonstrate the potential to be published in the future. Each paper is anonymously reviewed by two faculties who can be outside scholars in related research fields, and evaluated as "excellent", "good", "qualified" and "unqualified". If a student's paper is assessed as "unqualified", it will need to be revised or rewritten and submitted before the end of the first semester of the third academic year (the end of February) for reevaluation. Failing to pass the evaluation this time will result in cancellation of being qualified as a doctoral candidate. The second-year paper is required to give a presentation in the department seminar held during the first semester of the third academic year.

6. PhD Qualification Examination: The examination will cover a wealth of classic literature in the field as well as content of course work (not limited to the course content). The Examination Committee consists of the faculty who are teaching the required courses
7. Day of PhD students: The Departments will chose one day in each fall semester as the day of PhD students. All the Guanghai faculty will participate and give comments. All the PhD students are required to attend the Day. Year 2 and Year 3 PhD students must present their papers. Other senior PhD students must present their research projects or papers. Year 1 PhD students' presentation is not mandatory.

### **Scholarship Assessment**

Scholarship will be assessed and decided by the Doctoral Academic Committee at the end of the second semester of each academic year. The committee will consider course grades, scientific research progress, paper publications, attendance and participation of department seminars while making decisions.

8. In the first year, those who are absent from the department seminars for two or more times without any reasons will be punished to reduce to a lower level of scholarship in the next academic year.
9. For students in the second grade and above, if their research projects that need to be presented on department seminars (including Day of PhD students) at least once fail to meet the requirements in each academic year, they will be punished to reduce to a lower level of scholarship in the next academic year. Second-year students need to present their first-year papers in the first semester, and third-year students need to present their second-year papers in the first semester.

### **Exchange Program**

10. Strictly follows Guanghai's procedures and protocols for doctoral students exchange program.

### **Academic Conference Funding**

11. Implement the funding scheme in accordance strictly with the list of Guanghai funded conferences. Conferences that are not listed in the conference catalogue shall be discussed and decided by the Doctoral Academic Committee. The application process for Academic Conference Fund is as follows:
  - a) Apply for the financial aid from Guanghai School of Management for attending the conference (for details, please contact Undergraduate&Postgraduate Program Office)
  - b) Students who have not received funding and wish to receive it from the Department are required to submit an application enclosed with a copy of "Notice of Acceptance of Conference Paper", to Doctoral Academic Committee.

c) Doctoral Academic Committee will convene and make final decisions.

12. Financial Aid Arrangement:

- a) Financial aid amount: RMB 5,000 for Asian conferences and RMB 8,000 for international conferences.
- b) If the article is signed by two or more students, only one person can be funded (can be shared by the cooperative students)
- c) The students attending the conference shall pay in advance and then submit the reimbursement request with tickets based on the financial regulations of the University (according to the regulations of Peking University, the reimbursement can be made only after the approval from the university to go abroad is acquired)
- d) Funds are limited to spend on conference registration, transportation and accommodations.