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*Note: The modules offered and their timing are conditional upon the availability of faculty and may be subject to change.*

## Marketing PhD pathway: Course outline

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The Marketing PhD pathway at Cambridge Judge Business School is taken over a period of four to five years and includes a foundation year when you will be registered as a masters student - either on the MPhil in Strategy, Marketing & Operations (SMO) programme or on the Master of Research in Management Studies (MRes) programme - followed by three to four years as a PhD student. The programme is specifically designed to prepare you for a successful academic career in the marketing department of a business school. The PhD programme comprises a coursework component and a research component

### Coursework

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The coursework component comprises a suite of core discipline, foundational and methodological modules complemented by research seminars that introduce you to exciting current streams of research in Marketing. The assessed coursework component, comprising 12 individually assessed modules, will be completed during the foundation year (when you will be registered for a masters degree) and the first year of your PhD.

The academic discipline of Marketing is divided into three broad areas or sub-fields: marketing strategy, marketing modelling and consumer behaviour. Through their coursework, students should become adequately acquainted with research in each of these sub-fields and develop special expertise in the sub-field that is most relevant to their research interests.

Research in the **marketing strategy** sub-field considers a firm's interactions with its customers (and external stakeholders more generally) from the perspective of the firm's managers. Through the quantitative analysis of empirical data, researchers in this sub-field address questions that link a firm's performance with its actions and those of its managers vis-à-vis external stakeholders.

The **marketing modelling** sub-field involves economically analysing the interactions between firms and consumers. Researchers in this field use analytical modelling with a game theory approach, the econometric analysis of empirical data and experimental economics methods to address their research questions.

Research into the **consumer behaviour** sub-field considers the psychology of how consumers think, feel and reason as well as choose between different marketplace alternatives. Here, researchers draw heavily upon the theories and methodologies of experimental psychology and experimental social psychology in particular.

You are expected to take courses that are directly related to your sub-field as well as courses in other marketing sub-fields or cognate disciplines. For example, marketing strategy students are likely to take courses in strategy, while marketing modelling students are likely to take courses in economics and operations and consumer behaviour students are likely to take courses in psychology and organisational behaviour.

**Students are expected to determine their sub-field and coursework plan at the start of the foundation year after having discussed this with and gained approval from the CJBS Marketing faculty.**

Typical major coursework for each sub-field includes:

## MARKETING STRATEGY AND MARKETING MODELLING SUB-FIELDS

### Core discipline modules

- Marketing Strategy
- Quantitative Marketing Models
- Consumer Behaviour

### Foundational modules

- Fundamentals of Competitive Markets
- Game Theory & Information Economics
- Seminar in Strategy Content / Seminar in Strategy Process

### Methodological modules

- Econometrics I
- Econometrics II
- Organisational Research Methods

## CONSUMER BEHAVIOUR SUB-FIELD

### Core discipline modules

- Marketing Strategy
- Quantitative Marketing Models
- Consumer Behaviour

### Foundational modules

- Fundamentals of Competitive Markets
- Organisational Behaviour
- Seminar in Strategy Content / Seminar in Strategy Process

### Methodological modules

- Organisational Research Methods
- Econometrics I

Your individual coursework requirement may deviate from the above list as we take into account your prior training and developing research programme when designing your coursework programme. Your coursework modules can also be selected from other research courses offered by CJBS or other university departments.

The trademark of an academic career is continuous, lifelong learning. During the course of your PhD we will therefore expect you to expand your field knowledge and methodological skill set further by participating in relevant courses offered by CJBS or cognate departments at Cambridge and by attending appropriate courses or workshops in other business schools.

### Research component

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The research component will build on your coursework and will normally consist of two supervised research projects that are typically connected by a common theme and are carried out in collaboration with faculty members. These projects will result in papers for publication in academic journals and constitute the core of your PhD thesis.

## Foundation year: research masters degree

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During the foundation year, you are registered for a masters programme, either the MPhil in Strategy, Marketing & Operations (SMO) or the Master of Research in Management Studies (MRes).

If you are registered as an MPhil student you may take:

- nine coursework modules, or
- eight coursework modules and an individual research project

If you are registered for the MRes, you will take six PhD coursework modules during the MRes year and write a masters dissertation.

You will take the remaining coursework modules for the Marketing Pathway during your first PhD year.

### Preparatory Mathematics & Statistics (September)

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The MPhil in SMO and MRes programmes offer a pre-term on-line mathematics refresher course. Its aim is to review the mathematical and statistical methods required for the modelling and econometrics modules. Students with strong and appropriate prior training may apply for exemption from this preparatory course. Otherwise, the course is mandatory.

### Individual research project

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If you are registered for the MPhil in your foundation year, you may undertake a supervised individual research project (IRP). This project will provide first-hand research experience and will prepare you for the individual research activity during the first year of the PhD. You are encouraged to propose a theme for your IRP. Alternatively, you can contact faculty and discuss possible IRP themes with them. If you intend to do an IRP, you will agree its theme with the MPhil director and a supervising faculty member at the beginning of the Lent Term. The IRP is equivalent in weighting and workload to one course and may be included as part of the first year Report at the end of the first year of the PhD (see below).

### Masters dissertation (MRes only)

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MRes students write an MRes dissertation, supervised by a faculty member, which counts for 50 per cent of the overall mark for the MRes degree.

### PhD continuation requirements

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As an MPhil student you will need to develop an initial research proposal during the first term of your MPhil year and apply for continuation to the PhD in December. Your applications will be assessed by the PhD Admissions committee in January on the basis of your research proposal, an admissions interview and your module performance during the first term. Continuation to the PhD will be conditional on your overall performance in the MPhil or parts thereof: the usual condition being a mark of 70 per cent.

If you are registered for an MRes degree during your foundation year, you will proceed to PhD registration without a further application process, provided you achieve a mark of 60 per cent in your

dissertation and a mark of 60 per cent in each module separately in your MRes year (the dissertation counting for 50 per cent of the mark).

### Summer (July–September)

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Continuing students are strongly advised to discuss with their faculty supervisor how to continue their research over the summer prior to the start of their first PhD year. This ensures that you don't lose valuable time that could be put towards completing your PhD. Students may continue the work that they have begun on their masters dissertation or an individual research project. We prefer students to remain in Cambridge over this period if possible. If this is not practicable (e.g. for visa reasons), students can be supervised remotely via Skype and email.

## First year of the PhD

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The first year of the PhD is probationary and consists of two assessed components:

### Coursework

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In your first year, you are required to complete the coursework requirements for the Marketing pathway that were communicated to you in your PhD continuation acceptance letter. This coursework typically consists of courses in marketing sub-fields that are different from the one you specialise in, or cognate disciplines that are related to your research interests, such as modules in economics, psychology, operations, organisational behaviour, or strategy.

### First year report

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In this year, you will need to develop a convincing research proposal and execution plan for the PhD. A senior faculty member (your principal supervisor) will work with you on the development of your PhD research programme during the year and you may work with your principal supervisor or another faculty member on a specific research project, possibly but not necessarily as a continuation of any individual research (IRP or dissertation) you may have done during the masters year.

You will work with your faculty supervisor to produce a research report. The first year report can take one of three forms:

- A draft scientific paper addressing a specific research question, which can form the basis for a first PhD paper;
- An extended research proposal on the broader theme that you wish to address with your PhD research, including a thorough literature review, and a clear plan for the execution of a first research paper during the second PhD year; or
- An in-depth case study on a phenomenon that you wish to address with your PhD research, based on placement in a company during the summer between the Master's and the first PhD year.

The report must demonstrate your ability to formulate sharp research questions, summarise relevant academic debates, critically assess the extant literature, and choose appropriate research methods. You may (but do not have to) incorporate any part of your MPhil work into the first year report, such as module essays, individual research project, dissertation or a summer project (where applicable).

## Second year continuation requirements

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To proceed to the second year of the PhD you will have to gain a mark of 70 per cent for your first year report and pass all required courses (60 per cent pass mark).

### **Second year of the PhD**

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During the second year, you will focus on producing your first research paper. Most students do this by “learning on the job” – by joining a project proposed by a faculty member or working closely with a faculty member to define a project to work on jointly. This usually results in a co-authored paper. You will get useful feedback by regularly presenting your work to the Marketing Group. You will be expected to submit the paper for presentation at a top marketing conference by the autumn of this year.

### **Third year of the PhD**

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During your third year you will focus on completing your first paper and begin working on your second paper. You may continue to work with your faculty co-author or another co-author or choose to work on your second paper independently. You can expect your advisors to play a significant role in helping to shape the idea for this paper, but you will be expected to take the lead in executing it and be the clear primary author. This will normally be your job market paper. You will be expected to submit this paper for presentation at a top marketing conference by the autumn of this year. In parallel with the development of this second paper, you will revise your first paper and continue to present it at seminars and conferences.

### **Fourth year of the PhD**

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The fourth year is your job market year. You will be expected to present your paper or papers at top American and European job market conferences and continue to revise and polish them. We encourage you to spend part of the fourth year as a visitor at the Marketing department of another top university, typically in the USA, to build closer ties with potential collaborators and the global marketing community. You will submit your PhD thesis during your fourth year.

### **Optional fifth year**

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Good research requires you to take risks, to explore avenues and tackle issues that are new and original. Research may therefore not unfold as planned and your work may require substantial revision. In fact, many of the most influential research projects ended up taking considerably longer than anticipated. We encourage students to be aspirational and take risks – and we work with them to manage these risks. To accommodate early “wrong turns” and unforeseen delays, we sometimes recommend that a student delays entering the job market by a year and spend an additional year at CJBS (and possibly another university) to work on paper revisions with faculty and strengthen their portfolio of research paper before applying for a junior faculty position. This optional fifth year is typically funded through a combination of post-doc research grants (which are contingent on progress toward publication) and targeted teaching opportunities, which further strengthen the student’s job market prospects.