



PhD in Business Administration and Management Marketing Track

Overview

The Marketing track of the PhD in Business Administration and Management has been designed to help students deepen their understanding of the marketing field and start their academic career. Marketing is one of the fundamental functions of a company. As an academic field, it has its own community and journals. Yet, it is strongly connected to the management discipline, with which it shares theories, concepts, and methods.

The track is formed by four courses that cover the three major areas of marketing: quantitative, strategy, and consumer behavior. The track will introduce PhD students to the main theories, mathematical and statistical models, and empirical evidence of the effects of marketing activities on consumer response and firm performance. At the end of the four courses, students will be equipped with the latest theories and models to start a successful career in marketing academia.

Marketing Track Details

The Marketing track is composed by 8 courses, specifically:

- 1) Marketing Theory - Instructor: Prof. Andrea Ordanini;
- 2) Consumer Behavior - Instructor: Prof. Gulen Sarial Abi;
- 3) Marketing Research Methods - Instructor: Prof. Gaia Rubera;
- 4) Marketing Modeling - Instructor: Prof. Alessio Del Re;

Aims

This track enables PhD students to develop an understanding of how marketing actions influence firm performance through their effects on consumer behavior. Having successfully completed the track, you will be able to demonstrate:

- Knowledge and understanding:
 1. Consumer and investor response to marketing actions;
 2. The role of emotions, memory, and knowledge in marketing;
 3. Categorization, schema, and stereotyping;
 4. Agent recommendations and word-of-mouth;
 5. New product diffusion;
 6. The role of marketing in innovation.
- Intellectual skills:
 1. Understand and apply an appropriate theoretical lens to read marketing literature;
 2. Know and understand tools and techniques typical of marketing research;
 3. Be able to read, comprehend, present, and comment on a canonical marketing paper.

- Research Specific Skills:
 1. Be able to map the marketing literature;
 2. Be able to identify gaps in the marketing literature and prepare a paper proposal;
 3. Formulate testable research ideas that are recognized inside the marketing realm;
 4. Associate the correct empirical or theoretical technique to test and prove research hypotheses.
- General Transferable Skills:
 1. Use a wide range of information to develop bibliographic skills;
 2. Develop self- and team-learning and study skills;
 3. Plan and control effectively for successful completion of a personal and group workload;
 4. Communicate effectively, in both oral and written form, using and justifying argument within reports, presentations, and debates.

Syllabus

A syllabus for each course will be provided and available from the PhD Office.

Learning & Teaching

Teaching methods include lectures, interactive discussions, paper reading and reviews, presentations, essay writing, private study.

Exam rules

In the context of the general rule of exams of the PhD in Business Administration and Management, each instructor will communicate the exact rule in class.