

HEC Montréal
PhD program, Marketing Specialization

The program comprises four Steps

- Step 1 : *Summer paper after the first year.*
- Step 2 : Research Proposal.
- Step 3 : Comprehensive Exam.
- Step 4 : Dissertation Defense.

Students must take 11 courses plus write a Dissertation. Seminars are taught in English.

Compulsory Marketing Courses

- (1) *Advanced Topics in Marketing.*
- (2) *Seminar on Service and relationship Marketing (80-131-17A)*
- (3) *Online Consumer Marketing (80-108-07).*
- (4) *Consumption, Culture and Theory (CCT)(80-111-17A)*
- (5) *Arts and Culture Marketing (80-102-17A).*

Optional Marketing Courses

- (6) *Topics in Marketing Strategy (89-109-13).* Course offered at McGill University.
- (7) *Advances in Consumer Behaviour (89-107-07).* Course offered at McGill University.

Compulsory Pedagogy course

- (8) *Pédagogie en gestion (80-470-07)* in French or in english at McGill University *Teaching and Learning Higher Education (89-031-07).*

Methodology courses

Four courses of Methodology. One must be a qualitative methodology course and one a quantitative methodology course.

Quantitative Profile

- *Literature Review and Knowledge Synthesis (80-745-15).*
- *Theory Building (80-744-11).*
- *Experimental Designs and Statistical Methods for Quantitative Research in Management (80-667-09).*
- *Analyse des données longitudinales et de survie (80-621-07).*
- *Analyse multidimensionnelle appliquée (6-602-07).*
- *Topics in Pricing (80-117-10).*
- *The Meaning and Management of Brands : Consumer, Managerial, and Societal Perspectives (80-111-13).*
- *Measurement (80-109-04)*

Qualitative Profile

- *Literature Review and Knowledge Synthesis* (80-745-15).
- *Theory Building* (80-744-11).
- *Qualitative Research Methods in Management* (80-469-04).
- *Seminar in Qualitative Methods* (89-441-07).
- *The Meaning and Management of Brands: Consumer, Managerial, and Societal Perspectives* (80-111-13).
- Courses in our MSc program : *Recherche qualitative en marketing* (6-165-13), *Consommation, médias et culture participative* (6-111-14) ou *Anthropologie de la consommation* (6-101-03).