

Doctor of Business Administration in Marketing

Requirements: The (DBA) is created for professionals who are interested in further developing their careers by matriculating in this advanced terminal degree in business administration. This degree is mainly for practitioners-executives and managers (administrators) in business, government, and consultants.

The doctoral candidate must have a Master's of Business Administration in order to be accepted into the DBA degree program. The doctoral candidate must complete 60 semester units. Forty-five (45) hours entail the completion of fifteen (15) classes; the remaining 15 units are the candidate's doctoral dissertation. After the completion of the 15 classes, the candidate is eligible to take the Comprehensive Examination. All students are required to take and pass a written comprehensive examination.

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Base Courses:

BUS 700 Quantitative Methods 3 Units
BUS 700 Metodos Cuantitativos
BUS 701 Managerial Accounting 3 Units
BUS 701 Contabilidad Directiva
BUS 703 Managerial Finance 3 Units
BUS 703 Contabilidad de Finanzas
BUS 704 Business Ethics 3 Units
BUS 704 Etica de Negocios

Core Courses:

BUS 710 Marketing Management 3 Units
BUS 710 Direccion de Mercadotecnia
BUS 711 Buyer Behavior 3 Units
BUS 711 Conducta de Comprador
BUS 712 E-Marketing 3 Units
BUS 712 Mercadotecnia-E
BUS 713 Advertising 3 Units
BUS 713 Publicidad
BUS 714 Customer Service 3 Units
BUS 714 Servicios al Cliente
BUS 715 Selected Topic in Marketing 3 Units
BUS 715 Topicos Seleccionados en Mercadotecnia

Electives:

BUS 750 Culture, Values, and Ethics in a Global Economy 3 Units
BUS 750 Cultura, Valores, y Etica en Economia Global
BUS 751 Labor Relations 3 Units
BUS 751 Relaciones Laborales
BUS 752 Training and Development 3 Units
BUS 752 Entrenamiento y Desarrollo
BUS 754 Labor Relations 3 Units
BUS 754 Relaciones Laborales
BUS 755 Organizational Behavior 3 Units
BUS 755 Conducta Organizacional

The Doctoral Dissertation

BUS 791 Bibliographical Investigation 5 Units
BUS 791 Investigacion Bibliografica
BUS 792 Research and Methodology 5 Units
BUS 792 Investigacion Y Metodologia
BUS 793 Completion of the Dissertation 5 Units
BUS 793 Finalizacion de la Disertacion