



香港中文大學(深圳)
The Chinese University of Hong Kong, Shenzhen

Study Plan of MPhil - PhD Programme (PhD Stream)

Programme Title: MPhil-PhD Programme in Marketing

Offered by: School of Management and Economics

1. Programme Information

1.1 Study Period

The study periods for students of different streams/stages under the framework of the integrated MPhil-PhD Programmes are summarized below:

Degree	Mode	Maximum Pre-Candidacy Period ¹	Normative Period	Maximum Period
MPhil	FT	--	24 months	48 months
PhD (entering with a research master's degree)	FT	24 months ²	48 months	72 months
PhD (entering without a research master's degree)	FT	36 months ^{2,3}	60 months	84 months

¹ Maximum period to pass the candidacy requirement, counted from first entry.

² A student who fails to pass the candidacy requirement within the maximum pre-candidacy period is required to withdraw from PhD study.

³ A student without a master's degree who fails to pass the candidacy requirement within the maximum pre-candidacy period is allowed to switch to MPhil study.

1.2 Academic Progression



2. Programme Requirements

2.1 Lecture Courses

A student will have to complete 27 units of lecture courses as part of the candidacy requirement. At least 18 units should be selected from Group A, and the rest can be selected from Group B or courses offered by other doctorate or master's degree programmes at CUHK(SZ) approved by the Programme Director and the Graduate Panel for this purpose. The course list is provided in the Appendix.

A student with a relevant master's degree may apply for exemption of up to three lecture courses (9 units). The Graduate School shall decide whether an application for course exemption should be approved. The Graduate Panel shall decide whether the course exempted should be counted into Group A or Group B.

Minimum number of units required	27
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2.2 Thesis Research Courses

Each student must register for Thesis Research courses every term. The minimum requirement is listed below.

Stage	Course Code & Title	Units	Contact Hours	Minimum Grade
Pre-candidacy	MKT8003 Thesis Research	6	84	C
Post-candidacy	MKT8012 Thesis Research	12	168	C

There are some other courses offered as below.

Stage	Course Code & Title	Units	Contact Hours	Minimum Grade
Pre-candidacy	MKT8004 Research Seminars	0	--	Pass
Post-candidacy	MKT8004 Research Seminars	0	--	Pass

2.3 Candidacy Examination

Examination Form and Content		Examination Time
Part I	Qualifying Examination	Mid-June of Year 1
Part II	Field Requirements, i.e., comprehensive exam	Early August of Year 2
	Second-Year Paper and Oral Defense	End of August of Year 2 (Oral defense within 2 weeks after paper submission)

2.4 Thesis Defense

A PhD candidate is required to pass an oral examination held by the thesis assessment committee determined by the Graduate Panel.

3. Breakdown of Unit Requirement

PhD candidates must complete a minimum number of units of lecture courses and thesis research courses each term during the pre-candidacy and post-candidacy stages. However, since the study period of students may vary, the total number of thesis research courses to be taken may also vary, which will affect the total number of units taken by each student for graduation.

Example:

(1) A student with a research master's degree who pursues PhD study will have completed the following within the normative study period:

Pre-candidacy stage (max. 2 years):	Lecture courses	27 units
	Thesis research courses	6 units x 4 terms = 24 units
Post-candidacy stage (2 years):	Thesis Research courses	12 units x 4 terms = 48 units
Units for Graduation		99

(2) A student without a research master's degree who pursues PhD study will have completed the following within the normative study period:

Pre-candidacy stage (max. 3 years):	Lecture courses	27 units
	Thesis research courses	6 units x 6 terms = 36 units
Post-candidacy stage (2 years):	Thesis Research courses	12 units x 4 terms = 48 units
Units for Graduation		111

Appendix: Lecture Courses List

Group A:

Course Code	Course Title	Units	Contact Hours	Minimum Grade
ECO6211	Microeconomic Theory I	3	42	C
ECO6213	Microeconomic Theory II	3	42	C
ECO6221	Macroeconomic Theory I	3	42	C
ECO6231	Econometrics I	3	42	C
ECO6331	Applied Econometrics	3	42	C
MKT6330	Advanced Seminar in Marketing – Consumer Behavioral Studies I	3	42	C
MKT6331	Advanced Seminar in Marketing – Consumer Behavioral Studies II	3	42	C
MKT6350	Advanced Seminar in Marketing – Analytical Models	3	42	C
MKT6351	Advanced Seminar in Marketing – Empirical Models	3	42	C
MKT6380	Advanced Seminar in Marketing – Big Data-based Consumer Behavioral Research	3	42	C
PSY5010	Research Methods in Psychology and Social Sciences	3	42	C
PSY5020	Statistics in Psychology and Social Sciences	3	42	C

Group B:

Course Code	Course Title	Units	Contact Hours	Minimum Grade
DDA6060	Machine Learning	3	42	C
ECO6201	Review of Quantitative Methods	3	42	C
ECO6311	Game Theory	3	42	C
ECO6312	Industrial Organization	3	42	C
MKT6321	Special Topics in Consumer Information Processing	3	42	C

(subject to change)