

Retail, Hospitality & Tourism Management Ph.D. –Plan of Study Worksheet

Required Courses

			Plan to take
RHTM 614	Theories	3 credits	
RHTM 615	Literature and Thought	3 credits	
RHTM 625	Strategies	3 credits	
RHTM 641	Consumer Behavior	3 credits	

Research Methods

			Plan to Take
RHTM 590	Research Seminar	3 credits	
RHTM 616	Research Methods	3 credits	

Statistics Courses

			Plan to Take
STAT 537 or Psychology 521 or Social Work 605			
STAT 538 or Psychology 522 or Social Work 606			
STAT 579	Applied Multivariate Methods		
STAT Elective			

Cognate Area	Plan to take

Sample 1: Marketing

- MKT 611 Theoretical Foundations
- MKT 614 Contemporary Marketing Thought
- MKT 615 Consumer Behavior

Sample 2: Marketing Research

- MKT 616 Measurement
- MKT 612 Quantitative Research Methods
- MKT 613 Qualitative Research Methods

Sample 3: Statistics

- Pick 6 hours from courses not taken as part of Statistics requirement
- Many students complete a Statistics Minor and use the Minor as the Cognate. At the doctoral level the Statistics Minor is 15 Hours.

Sample 4:

Other Disciplines such as Advertising/Communication have been used by doctoral students.

Instructional Methods (3 credits)	Plan to take
<i>This course should help develop student's Instructional capabilities.</i>	

Electives (21 credits)	Plan to take

As stated in the Graduate Catalog, "Coursework taken prior to admission to a doctoral program may be used toward the degree, as determined by the student's doctoral committee." (page 28)

This Group of courses is selected in collaboration with the student's committee. Coursework completed as part of the Masters degree may be appropriate for this area. However, coursework taken as part of a Masters degree that is unrelated to the RHTM area would not be appropriate. Courses must be completed within eight years from the time of a student's first enrollment in a doctoral degree program.

Dissertation (24 hours) ENROLLMENT PLANNED WITH DOCTORAL ADVISOR

See Graduate Catalog page 29

A student should be registered for the number of dissertation hours representing a fraction of effort devoted to this phase of the candidate's program. Students typically enroll for dissertation hours after completing comprehensive exams and establishing a focus for the dissertation. Here is one possible way to consider when planning the dissertation component of the program.

Sample

- 3 hours: Proposal development
- 9 hours: Conducting research
- 12 hours: Analyzing results and finalizing dissertation