INSEAD The Business School for the World®

Schedule of Courses* / Marketing - Years 1 & 2   PhD Programme

Year 1

Period *	1	2	3	4	5
Required Core & Advanced Courses *(in red are the Core Courses)*	• Microeconomic Theory A (Quantitative) (16) • Probability and Statistics I A (16) • Social Theory (16) • Research Methods (16) • Math Tutorials (16)	• Microeconomic Theory B (Quantitative) (16) • Applied Microeconomics (Non-Quantitative) (16) • Probability and Statistics I B (16) • Introduction to Social Psychology (16)	• Consumer Behavior A (16) (Alt A) • Consumer Behavior B (16) (Alt A) • Social Psychological Foundations of Management Disciplines (Behavioral) (16) (Alt) • Econometrics A (16)	• Quantitative Methods and Marketing Topics (16) (Alt B) • Analytical Modeling in Marketing A (16) (Alt C) • Experimental Design (Behavioral) (16) *(to be offered in P5)* or • Econometrics B (Quantitative) (16) • Multivariate Methods (16)	• Marketing Strategy Models (16) (Alt B) • Structural Econometric Models with Applications (16) (Alt C) • Machine Learning, Causality and Management (16) *(previously named Advanced Multivariate Methods)*
Advanced Courses Recommended for field	• Decision Neuroscience for Management (16) (Alt R) • Consumer Decision Making (16) (Alt R)	• Fundamentals of Optimization (16) • Bayesian Analysis (16)	• Linear Optimization (16) • Discrete Stochastic Processes (16) • Information Economics B (12) (Alt) • Organizational Economics (8) (Alt) • Behavioral Decision Theory (16) (Alt Y)	• Game Theory A (16) • Foundations of Machine Learning and AI (16) • Organizational Psychology (16) (Alt H) • Organizational Behavior (16) • Bayesian Methodology and Computation (16) (Alt)	• Field Experiments (8) (Alt) • Game Theory B (8) • Contract Theory (8) • Microeconometrics (16) (Alt L) • Time Series (16) (Alt L) • Special Topics in Management (16) (Alt)
N° Units ⇨ Required Courses	• 64/80	• 48/64	• 32/48	• 32/48	• 32/48

* Subject to change

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Year 2

Period*	1	2	3	4	5
Required Advanced Courses			• Consumer Behavior A (16) (Alt A) • Consumer Behavior B (16) (Alt A) • Social Psychological Foundations of Management Disciplines (Behavioral) (16) (Alt) • Econometrics A (16)	• Quantitative Methods and Marketing Topics (16) (Alt B) • Analytical Modeling in Marketing A (16) (Alt C) • Experimental Design (Behavioral) (16) (*to be offered in P5*) or • Econometrics B (Quantitative) (16) • Multivariate Methods (16)	• Marketing Strategy Models (16) (Alt B) • Structural Econometric Models with Applications (16) (Alt C) • Machine Learning, Causality and Management (16) *(previously named Advanced Multivariate Methods)*
Advanced Courses Recommended for field	• Industrial Organization A (16) • Decision Neuroscience for Management (16) (Alt R) • Consumer Decision Making (16) (Alt R)	• Industrial Organization B (16) • Fundamentals of Optimization (16) • Bayesian Analysis (16) • Information Economics A (12)	• Discrete Stochastic Processes (16) • Linear Optimization (16) • Dynamic Programming Applications (16) • Information Economics B (12) (Alt) • Organizational Economics (8) (Alt) • Behavioral Decision Theory (16) (Alt Y) • Choice Theory and Behavior (16)	• Foundations of Machine Learning and AI (16) • Organizational Psychology (16) (Alt H) • Organizational Behavior (16) • Bayesian Methodology and Computation (16) (Alt)	• Field Experiments (8) (Alt) • Experimental Economics (8) (Alt X) • Selected Topics in Decision Sciences B (16) (Alt) • Microeconometrics (16) (Alt L) • Time Series (16) (Alt L) • Special Topics in Management (16) (Alt)
N° Required Course Units	•	•	• 32/48	• 32/48	• 32/48

* Subject to change

Total N° Required Course units:

320 units {112 units Core Courses + 208 units Advanced Courses}

Update : 29.08.2023