



# Caucasus University

## Caucasus School of Business

<b>Name of Educational Programme</b>	მარკეტინგი
<b>Name of Educational Programme in English</b>	Marketing
<b>Level of Higher Education</b>	Doctoral
<b>Type of Educational Programme</b>	Academic
<b>Language of Instruction</b>	English
<b>Awarded Qualification, Code</b>	
<b>In Georgian:</b>	მარკეტინგის დოქტორი, 0414
<b>In English:</b>	PhD of Marketing, 0414
<b>Date of Program Approval</b>	22.03.2024; №01/01-18
<b>Date of Program Renewal</b>	-
<b>Program Coordinator/Co-Coordinator</b>	Boris (Buba) Lezhava, PhD Professor of the Caucasus University, Vice President of Research and Strategic Development +995 599 553 507 blezhava@cu.edu.ge

<b>Program Volume in Credits</b>	
<p>The official duration of the program is 3 years (6 semesters). Maximum duration is 5 years (10 semesters). PhD in Marketing program consists of the teaching component (60 ECTS credits) and a research component that comprises no less than 2 years (4 academic semesters).</p> <p>Teaching process is structured around semesters. Each teaching course/seminar lasts one semester. A semester consists of calendar weeks.</p> <p>1 ECTS credit corresponds to 25 study hours that includes both contact hours (lectures, seminars, examinations, etc.) and hours of independent study time.</p> <p>Out of 60 ECTS of teaching component:</p>	

- 34 ECTS credits contribute to the mandatory seminars and methodology courses
- 6 ECTS credits contribute to the elective (optional) seminars (students can choose one of the elective seminars)
- 20 ECTS credits contribute to the mandatory teaching/assistanship module.

- To participate in the scientific conference in the direction of the dissertation topic;
- The doctoral student is obliged to publish at least two scientific articles (or to have consent for publication). Among them, one article should be published in a refereed (peer-reviewed) journal with a foreign international index corresponding to the specificity of the field. Published articles should be thematically related to the thesis topic;
- After registering on the research component, PhD student is obliged to present a report on the work completed at the end of each semester in accordance with pre-defined forms.

#### **Program Admission Precondition**

- ✓ Diploma certifying at least Master's degree or equivalent academic degree.
- ✓ Notarized copy of diploma supplement/mark sheet;
- ✓ Proof of English language proficiency on B2 level or Bachelor or Master Degree Diploma of a program taught in English Language; In case an applicant does not possess above mentioned documents, she/he will have to pass Caucasus School of Business admission exam in English Language at B2 level; (In other cases, the candidate is required to pass the B2 level entrance exam in English for the business school)
- ✓ A research thesis in English that matches the candidate's research interests;
- ✓ Previous publications in the relevant field and participation in scientific research projects and events and at least 2 years of work experience in the relevant field;
- ✓ Two letters of recommendation (prepared in English);
- ✓ Resume (CV) in Georgian and English.
- ✓ Passing score in Math admission exam of Caucasus School of Business;
- ✓ Successful interview with Admission Committee of Caucasus School of Business.

\* Terms and conditions of admission are approved by the Admissions Committee and published on the university's website.

## Qualification Description of the Program

### Program Objective

The Phd. Program in Marketing reflects the mission, vision, and values of the Caucasus University, as well as of the business school. The program takes into account the requirements of the local labor market, the successful experience of Marketing doctoral programs implemented by local and foreign universities, as well as the development trends in Marketing field of study, mainly focused on Consumer Behavior and Digital or Branding strategy. The main objectives of the program are:

- Preparation of Qualified Researchers: Prepare students to be proficient researchers in the field of marketing, capable of applying contemporary theories and research methodologies to address and solve complex problems in consumer behavior and digital or strategic marketing.
- Development of Research Competencies: Train students to independently plan and conduct original research using relevant quantitative and qualitative methods, ensuring the use of reliable data for impactful studies.
- Advancement of Knowledge through Critical Analysis: Encourage students to critically analyze and evaluate research findings, enabling them to formulate original conclusions and develop theoretically and practically significant recommendations for innovative solutions to marketing challenges.
- Enhancement of Teaching Proficiency: Equip students with advanced pedagogical skills, ensuring they are prepared to effectively transfer knowledge in various academic and professional settings through the best teaching methods available.
- Ethical Academic Practices: Instill high standards of academic integrity and ethical norms in students, ensuring that they conduct and disseminate research with integrity and respect for the scholarly community.
- International Integration: Prepare students to actively participate and integrate into the international academic community, enhancing their regional perspective and networking capabilities in marketing and related fields.

These goals are crafted to ensure that graduates of the PhD program in Marketing are not only experts in their field but also ethical, globally aware, and effective educators and communicators who can contribute significantly to both academic and business sectors in Georgia.

<p><b>Program Learning Outcomes</b></p>	<p>Graduates of this program will:</p> <p><b>Knowledge and Understanding:</b></p> <ol style="list-style-type: none"> <li>1. Critically evaluate and integrate advanced theories, concepts and models in Marketing, and the latest research in various marketing domains such as consumer behavior and digital marketing or branding strategy.</li> </ol> <p><b>Ability:</b></p> <ol style="list-style-type: none"> <li>2. Synthesize theoretical knowledge from recent advancements in marketing to address complex problems related to consumer behavior and digital marketing, or branding strategy.</li> <li>3. Independently design and implement rigorous research, employing appropriate qualitative and quantitative methodologies to generate reliable data and profound insights into marketing phenomena.</li> <li>4. Critically analyze and synthesize new, complex, and at times contradictory ideas and approaches, formulating original conclusions and developing innovative recommendations that advance marketing practice and theory.</li> <li>5. Creates, based on the latest achievements and the results of original research in Marketing, a scientific product and effectively communicates and disseminates the research results to both local and international scientific communities through participation in scientific conferences, discussions, projects, and other activities.</li> </ol> <p><b>Responsibility and Autonomy:</b></p> <ol style="list-style-type: none"> <li>6. Consistently demonstrate ethical conduct in research and publication, adhering to principles of academic integrity, respecting diverse viewpoints, and maintaining accountability in all scholarly activities.</li> </ol>
<p><b>Areas of Employment</b></p>	<p>A graduate of the program will have employment opportunities in the following fields:</p> <ul style="list-style-type: none"> <li>⇒ Educational institutions,</li> <li>⇒ Scientific and research institutes,</li> <li>⇒ Analytical research centers,</li> <li>⇒ Consulting companies,</li> <li>⇒ Analytical and research departments at state and private sectors,</li> <li>⇒ Top management positions in private and public companies in the direction of marketing.</li> </ul>

# Program Curriculum

(With the indication of modules, courses, relevant credits)

№	Course Code	Prerequisite	Course\ Module	Study Year							ECTS Credits	
				I		II		III				
				ECTS Credits								
				I Semester	II Semester	III Semester	IV Semester	V Semester	VI Semester			
1.	SIWR 7111m	N/A	Research Methods	2								
2.	SEM 7112m	N/A	Seminar in Consumer Behavior	6								
3.	REME 7114m	N/A	Quantitative Research Methods	6								
4.	TEME 7112m	N/A	Teaching Methods	4								
5.	REME 7214m	N/A	Qualitative Research Methods		4							
6.	SEM 7213m	SEM 7112m	Seminar on Digital Marketing		6							
7.	SEM 7214m	SEM 7112m	Seminar in Branding Strategy									
8.	TEAS 7001m	TEME 7112m	Teaching Assistantship: Syllabus and Content Development		2							
9.	REDE 7121m	SIWR 7111m	Research Design		6							
10.	REME 7125m	REME 7114m	Multivariate Data Analysis		6							
11.	TEAS 7002m	TEME 7112m REDE 7121m	Teaching-Assistantship			6						
12.	TEAS 7003m	TEME 7112m REDE 7121m	Teaching-Assistantship				6					
13.	REAS 7002m	REME 7114m REME 7214m REDE 7121m	Research Assistantship									
14.	REAS 7001m	REME 7114m REME 7214m REDE 7121m	Research Assistantship					6				
15.	DISS 7321m	All subjects and conference participation	Dissertation			X	X	X	X			
ECTS Credits				Per Semester	18	24	6	6	6			
				Per Year	42	12	6					