

Exemplary Doctoral Studies of a Doctoral Student with Focus on Marketing \*

Own Research		Theoretical Foundations (at least 10 CP)		Research Methods (at least 8 CP)		Professional Skills (at least 6 CP)				
Course of the Doctoral Process	1. Semester (WiSe)	Formulation of research questions; Supervision agreement	Approaches to Business Research (4 CP)	Implementation and Organisation of Teaching* 1 Semester (max. 4 CP)	Multivariate Quantitative Methods I (2 CP)		Writing a Doctoral Dissertation (1 CP)			
	2. Semester (SuSe)	Development of the theoretical grounding (→ Presentation of the research questions)	Marketing Theory (4 CP)		Multivariate Quantitative Methods II (incl. SEM) (2 CP)		University Didactics (1 CP)			
	3. Semester (WiSe)	Development of the research design (→ Presentation of the proposal)					Data Analysis Software (1 CP)			
	4. Semester (SuSe)	Performance of empirical work	PhD Colloquium: Marketing Research (2 CP)		Meta Analysis (2 CP)					
	5. Semester (WiSe)	Data analysis and interpretation (→ Presentation of the progress report)			Experiments (2 CP)		Presentation at International Conferences (2 CP)			
	6. Semester (SuSe)	Writing the dissertation	PhD Colloquium: Marketing Research (2 CP)				Academic Publishing (1 CP)			
	7. Semester (WiSe)	Completion of the dissertation	$\Sigma = 16 \text{ CP}$		$\Sigma = 8 \text{ CP}$		$\Sigma = 6 \text{ CP}$			
	8. Semester (SuSe)	Defense of the dissertation	$\Sigma = 30 \text{ CP}$							

\* Module offers are exemplary and can vary. Please consult the DPBR's current 3 semester plan. 1 CP (LP) = 30h workload.