

REPUBLIQUE DU CAMEROUN  
Paix – Travail – Patrie

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INSTITUT UNIVERSITAIRE BENGONO  
TOURE GENEVIEVE  
Scientiarum - Excellentiam - Nobel  
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REPUBLIC OF CAMEROON  
Peace-Work-Fatherland

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THE BENGONO TOURE GENEVIEVE  
UNIVERSITY INSTITUTE  
SCIENTIARUM – EXCELLENTIAM – NOBEL  
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**INSTITUT SUPERIEUR DES SCIENCES DE L'INGENIEUR, DES INDUSTRIES ET DE L'INNOVATION**  
**THE HIGHER INSTITUTE OF ENGINEERING SCIENCES, INDUSTRIES AND INNOVATION**

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**DOCTOR OF PHILOSOPHY IN MARKETING**

CODES	COURSE NAMES	CREDIT
	<b>YEAR I</b>	3
PHDM100	Marketing Models	3
PHDM101	Marketing theory	3
PHDM102	Theories in Consumer Behaviour	3
PHDM103	Advances in Retail Management	3
PHDM104	Brand and Product Management	2
PHDM105	Communication Skills	3
PHDM106	Research Methods	3
PHDM107	Organization Behavior	3
PHDM108	Supply Chain Management	3
PHDM109	Marketing and Public policy	3
PHDM110	Advanced econometrics	3
PHDM111	Statistical methods for business research	3
PHDM112	Database System	3
PHDM113	Behavioural Economic	3
PHDM115	Reading Seminar in advertising management	3
PHDM116	Thesis seminar I (Doctoral Proposal Development)	3
PHDM117	Year One: Phd Research Thesis (Literature Review + Methodology)	10
		60
	<b>YEAR II</b>	
PHDM200	Math Methods for Economists	3
PHDM201	Economic Analysis I & II	3
PHDM202	Economics and Statistical Inference	3
PHDM203	Computing for Business Research	3
PHDM204	Developments in Marketing Research	3
PHDM205	Macroeconomics I (at the Economic Dept.)	3
PHDM206	Macroeconomics II (at the Economic Dept.)	3
PHDM207	Financial Econometrics I and II	3
PHDM208	Stochastic processes	3
PHDM209	Applied regression analysis	4

PHDM210	Statistics and Quantitative Methods	4
PHDM215	Thesis seminar I (Results and Findings)	5
PHDM216	Thesis seminar II(Publication of 2 articles)	10
PHDM217	Year Two : Phd Research Thesis (Results and Findings)	10
		<b>60</b>
	<b>YEAR III</b>	
PHDM 300	Microeconomic Modelling (Choice Models);	2
PHDM 301	Time Series	2
PHDM 302	Marketing Doctoral Residency I and II	4
PHDM 310	International Conference + Publication articles( 2)	6
PHDM 311	Third-Year Research Seminar (Discussion and Conclusion)	6
PHDM 312	Year Three: Thesis ( Dissertation Defense)	40
		<b>60</b>