MG9001 Research Methods
In this course, students will go over materials that include basics of theory and measurement foundations, moderator/mediator analysis, factor analysis, structural equations modeling, and many other topics. This course should help students to: (a) Communicate with academics and other students about empirical research, (b) Read, evaluate, and critique empirical research studies in their area of expertise, and (c) Design their own studies in ways that maximize the knowledge to be gained and the probability of being published in international outlets.

MK9101 Seminar in Consumer Behaviour
Consumer behaviour is one of the most interesting and important aspects of marketing. Understanding the behaviour of the consumer therefore helps marketers anticipate reactions to introductions of and changes in the marketing mix, or the adoption of new products. This is a participative graduate seminar. There will be assigned readings for each class. You will be set regular tasks of leading discussions, providing explanations and critiques of academic papers, and any other activities that we determine as we move along.

MK9103 Special Marketing Topics
The purpose of this seminar is to expose PhD students to a broad range of topics related to strategic marketing. This course will focus on twelve topics that align with the instructors’ expertise, covering substantive issues and research methodology relevant to strategic marketing. The basic aim of this seminar is provide you with adequate exposure to research content and methodological issues in strategic marketing so that, in your lifelong career as a marketing scholar, you will be able to appreciate articles that are published in this area.

MK9201 Seminar in Marketing Modelling
The main purpose of this seminar is to introduce students to significant research in the major areas of marketing modeling. Coming out of this seminar, a student should have (a) a sense of the current topics and issues being studied in marketing, and (b) an understanding of some theoretical frameworks and empirical tests used in marketing modeling research.

ST9003 Applied Regression Analysis
Regression analysis is widely used today in business administration, economics, engineering, and the social sciences. Basic methods will be taught in the course including simple and multiple linear regression, model selection, residual analysis, diagnostics, detection of multi-collinearity, nonstandard conditions, transformations and non-linear regression models. Principal components analysis (PCA) and factor analysis (FA) may also be discussed.