

**Graduate Interdisciplinary Specialization (GIS) in
“Quantitative Methods in Consumer Behavior”**

For admission to the program please complete both pages of the Student Information Form as soon as possible and return it to the GIS Graduate Studies Chair:
Mario Peruggia peruggia@stat.osu.edu

STUDENT INFORMATION FORM

Name: . _____ .

Department: . _____ .

Campus Address: . _____ .

. _____ .

. _____ .

. _____ .

Campus Phone: . _____ .

Email Address: . _____ .

Degree Program(s) (eg. Ph.D. in Statistics):. _____ .

Anticipated Graduation Date:. _____ .

Advisor name + telephone number: . _____ .

On the next page, please list the courses you have taken or are planning to take for the GIS in Quantitative Methods in Consumer Behavior. Students must obtain at a least a grade of B in all GIS courses.

Plan of study for GIS in Quantitative Methods in Consumer Behavior under Semesters

Please fill out the table below. For the core courses, list which are from within your home department and which are from outside. The core courses are:

Stat 6301, 6302 (6 hours), OR alternatively 6 hours may be counted from Stat 6801, 6802 (8 hours);

Psy 3508 OR Psy 7708 (3 hours); Psy 5608 OR Psy 5609 (3 hours);

Bus M&L 8252 (3 hours); Bus M&L 8250 (3 hours).

Students from *outside* Statistics, Marketing and Psychology Departments *either* need to take all six core courses *or* obtain permission from the GIS Graduate Studies Chair to substitute up to two alternative *equivalent* courses, which may possibly come from the student's degree program. If all six courses are taken, then the elective requirement is waived. If two courses are substituted, at least one core course must be taken from each of the three sponsoring departments.

Students from Statistics, Marketing or Psychology Departments are required to take one elective. All electives must be letter graded (B or better) and not a required course for a degree.

All students are required to take at least one hour of the QMCB interdisciplinary seminar and may sign up for 1 hour of advanced reading course with any of the faculty members attending the seminar. An additional seminar hour may be applied towards the elective.

Course Number	Credit Hours	Course Title	Department (circle one)	Semester Taken or Planned	Grade ($\geq B$)
Stat 6301 OR Stat 6801	3 OR 3 (of 4)	Probability for Stat. Inference OR Statistical Theory I	home/outside		
Stat 6302 OR Stat 6801	3 OR 3 (of 4)	Theory of Stat. Analysis OR Statistical Theory II	home/outside		
BusML 8252	3	Marketing Models (7 week course)	home/outside		
BusML 8250	3	Consumer Behavior (7 week course)	home/outside		
Psych 3508 OR Psych 7708	3	Psych.of Judgement & Decision Psych.of Judgement & Decision	home/outside		
Psych 5608 OR Psych 5609	3	Intro. to Math. Psych. Intro. Math. Models in Exp. Psych.	home/outside		
Elective(s)	2-3				
QMCB seminar	1-2				
Total	16	at least 16 hours, not counting core courses from home department			

Student Signature: . . . Date: . . .

Advisor Signature: . . . Date: . . .

Sample Elective Courses (selection to be approved by GIS Graduate Studies Chair)

Course	Credit	Course Title
Stat 6410	4	Design and Analysis of Experiments
Stat 6910	4	Applied Statistics I
Stat 6510	3	Survey Sampling Methods
Stat 6560	3	Applied Multivariate Analysis
Stat 7410	3	Analysis of Variance
Stat 7430	3	Design and Analysis of Experiments
Stat 7303	3	Bayesian Analysis and Decision Theory
Stat 8570	3	Advanced Bayesian Analysis: Modeling
Stat 8575	3	Advanced Bayesian Analysis: Computation
BusML 8253	x	Recent Advancements in Marketing Research (7 week course)
BusML 8251	x	Seminar in Contemporary Marketing Problems (7 week course)
Psych 5608	3	Intro. to Mathematical Psychology
Psych 5609	3	Intro. to Mathematical Models in Experimental Psych.
Psych 5618	3	Intro. to Computational Cognitive Neuroscience
Psych 7820	3	Fundamentals of Factor Analysis
Psych 7821	3	Covariance Structure Models
Psych 8896	1-3	Advanced Seminar in Quantitative Psychology
ConSci 8280	3	Advanced Quantitative Methods in Consumer Sciences

The conversion details of the following courses will be added

ECON 819x	x	Economic Behavior under Uncertainty
SOCIOL 712x	x	Social Networks
SOCIOL 851x	x	Hierarchical Linear Models