

Interdisciplinary Information Science PhD Program

Consumer Behavior and Experience Management Concentration

About the Program

The University of North Texas Interdisciplinary Information Science PhD Program (or IIS PhD Program) responds to the varied and changing needs of the information age, therefore offering the Consumer Behavior and Experience Management Concentration. The concentration is being offered jointly with UNT College of Merchandising, Hospitality, and Tourism with the ultimate goal of providing the opportunity for interdisciplinary training, research and professional services in consumer behavior and experience management. With this concentration, students will take courses that will prepare them for conducting research on critical issues in consumer behavior and related areas as they pertain to the information science perspective.

About Faculty

Please visit our website (<http://lis.unt.edu/faculty> ; <https://cmht.unt.edu/faculty-staff>) to see the wide range of research interests of our faculty members along with their contact information.

Application Process

There are two steps to the application process for the Interdisciplinary Information Science PhD Program.

1. Apply to the University of North Texas Toulouse Graduate School: <http://tsgs.unt.edu/future-students/graduate-admissions>.
2. Apply to the Interdisciplinary Information Science PhD Program: https://lis.unt.edu/sites/default/files/IIS_PhD_Admission&Application_EFORM.pdf and indicate that you are applying for the Consumer Behavior and Experience Management concentration. In addition to your application, the following materials must be submitted for evaluation:
 - a. Personal Statement (500 word minimum)
 - b. Curriculum Vita/ Resume
 - c. Formal Writing Sample (you must be the sole author of the document)
 - d. Three Letters of Recommendation
 - e. GRE Scores
 - f. Funding Source/ Sponsor Letter (if applicable)
3. Submit all application materials via
 - a. Email to CI-IISPhD@unt.edu (electronic submissions are encouraged)
 - b. Mail to:
IIS PhD Program Office: Admissions
University of North Texas
College of Information- Department of Library and information Sciences
1155 Union Circle #311068
Denton, Texas 76203-5017
 - c. Or Fax to (940) 369-7898

For More information regarding the admissions process, please visit: <https://lis.unt.edu/phd-admission-criteria>.

Please Note: We only allow students to start in the fall semester. You cannot apply to start in the spring or summer. Applications are due November 1st for admission in the fall of the following year. Admissions decisions are announced in January.

Admissions Criteria

As mandated by the State of Texas, all applications are evaluated under the rubric of "holistic review". This means that deficiency in one element of an application does not necessarily disqualify an applicant from being admitted to a program.

Funding

There is funding available through the Department of Library and Information Science in the forms of the Tuition Benefit Program, stipends and other opportunities (found here: <http://lis.unt.edu/financial-assistance>). Please contact us for details on how to apply for funding during the application process.

Course Requirements

Students enrolled in the Consumer Behavior and Experience Management Concentration will take courses from four blocks of courses:

1. Information Science Core Area (12 graduate credit hours)

INFO 6945 Doctoral Seminar in Information Issues
INFO 6000 Seminar in Information Science
INFO 6700 Seminar in Communication and Use of Information
INFO 6660 Readings in Information Science

2. Research Courses (minimum of 24 graduate credit hours, including doctoral dissertation hours)

INFO 6940 Inquiry and Research Design
Quantitative Research Methods/ Statistics (6 graduate credit hours in consultation with advisor)
Qualitative Research Methods (3 graduate credit hours in consultation with advisor)
Doctoral Dissertation Hours (minimum of 12 credit hours of INFO 6950 to be completed after passing the qualifying examination)

3. Consumer Behavior and Experience Management Concentration Core (15 graduate credit hours)

CMHT 5440 Consumer Theory
CMHT 5600 Managing Customer Experiences
CMHT 5700 Service Excellence
CMHT 6500 Big Data Implementation in Social Network Analysis
MDSE 5750 Digital Retailing

4. Concentration Electives (a minimum of 9 graduate credit hours focusing on one competency. Competencies listed below).

a. Business Perspective Competency

CMHT 5550 Promotional Strategies
MDSE 5500 Merchandising Strategies
MDSE 5240 Global Fashion Retailing
MDSE 5650 International Sourcing
HGMT 5280 Hotel and Restaurant Operations: Theory and Analysis
HMGY 5540 Tourism Services Management and Marketing
HMGY 5520 Global Tourism Systems
HMGY 5530 International Sustainable Tourism
HMGY 5860 Strategic Management in the Hospitality Industry
INFO 5310 Marketing and Customer Relationships for Information Professionals
INFO 5315 Competitive Intelligence
CMHT 6900 Special Problems in Merchandising/ Hospitality (3 credit hours with the major professor; required)

b. Data-based Decision Making Perspective Competency

INFO 5223 Metadata for Networked Information Organization and Retrieval I
INFO 6350 Management of Information Resources in Organizations
BCIS 6670 Topics in Information Systems
DSCI 5240 Data Mining
DSCI 5350 Big Data Analytics
INFO 5040 Information Behavior
INFO 5307 Knowledge Management
INFO 5841 Digital Curation Fundamentals
CMHT 6900 Special Problems in Merchandising/ Hospitality (3 credit hours with the major professor; required)

c. Consumer Perspective Competency

MDSE 5620 Socio-Cultural Analysis of Dress
INFO 6720 Human Information Communication Behavior
COMM 5325 Communication Theory
ANTH 5100 Organizational Anthropology
INFO 5040 Information Behavior
INFO 5310 Marketing and Customer Relationships for Information Professionals
CMHT 6900 Special Problems in Merchandising/ Hospitality (3 credit hours with the major professor; required)

Contact Us

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