Degree Requirements, Marketing

Graduate handbook information is updated and maintained by each program. Graduate handbooks are available within each program's office and online at https://utexas.box.com/v/UTAustinGraduateHandbooks. Please contact the program with concerns or questions.

Master of Science in Marketing

Option I: The Master of Science in Marketing Option I degree program is offered only to students enrolled in the doctoral program in marketing. This degree is offered in three options: with thesis, with report, and without thesis or report. The thesis option requires at least 30 semester hours of credit; the report option, at least 33 hours; and the option without thesis or report, at least 36 hours. All coursework must be logically related, and the student's entire program must be approved by the graduate advisor.

Option III: The Master of Science in Marketing Option III degree program is designed for students pursuing a terminal master's degree in marketing. Coursework is designed to teach rigorous and innovative content that will provide students with master's level knowledge, skills, and abilities in the field of marketing. This program requires completion of 36 semester hours of coursework and is without thesis or report. All courses required to complete the Option III program are offered in alignment with University policies governing the delivery of non-formula-funded (Option III) degree programs.

The Master of Science in Marketing degree has been identified by the Department of Homeland Security as a STEM-eligible program for purposes of fulfilling the Optional Practical Training (OPT) extension requirement.

Doctor of Philosophy

To be admitted to candidacy for the doctoral degree, the student must (1) fulfill the core course requirements in marketing and research methods; (2) satisfy the first-year paper requirement; (3) complete course requirements in the area of specialization; (4) pass a written comprehensive exam by the end of the second year in the program; and (5) select a dissertation topic and dissertation committee. The student then submits a dissertation proposal for committee approval, conducts dissertation research, completes dissertation coursework, and defends the final dissertation research before the dissertation committee. A well-prepared student generally completes the program in five years.

The PhD degree in Marketing has been identified by the Department of Homeland Security as a STEM-eligible program for purposes of fulfilling the Optional Practical Training (OPT) extension requirement.