

Marketing

*Master of Science in Marketing
Doctor of Philosophy*

For More Information

Campus address: College of Business Administration Building (CBA)
7.202, phone (512) 471-1128, fax (512) 471-1034; campus mail code:
B6700

Mailing address: The University of Texas at Austin, Graduate Program,
Department of Marketing, 2110 Speedway Stop B6700, Austin TX 78712

PhD program E-mail: mktphd@mcombs.utexas.edu

PhD program URL: <https://www.mcombs.utexas.edu/graduate/phd/academics/marketing-phd/>

MSM program email: texasmsm@mcombs.utexas.edu

MSM program URL: <https://www.mcombs.utexas.edu/msm>

Facilities for Graduate Work

The physical facilities, computing systems, and research centers that support graduate work in the McCombs School are described in the Business Administration section under [Facilities for Graduate Work](#). Of particular relevance to marketing students are the McCombs School Behavioral Research Laboratory and the Center for Customer Insight and Marketing Solutions, which works to develop pragmatic, market-relevant management knowledge, skills, and experience.

Areas of Study

Graduate work in marketing is offered in the following areas: consumer behavior, marketing strategy, and quantitative marketing.

Graduate Studies Committee

The following faculty members served on the Graduate Studies Committee (GSC) in the spring 2025 semester.

Susan M Broniarczyk	Kathleen T Li
Doug Chung	Vijay Mahajan
Rowena Crabbe	Leigh M McAlister
William H Cunningham	Robert A Peterson
Rex Du	Rajagopal Raghunathan
Jason A Duan	Raghunath S Rao
Andrew D Gershoff	Annabelle R Roberts
Linda L Golden	Garrett P Sonnier
Ty Thomas Henderson	Rajashri Srinivasan
Wayne D Hoyer	Adrian F Ward
Amit Kumar	Gizem Yalcin Williams
Alain Lemaire	

Admission Requirements

Admission to the PhD and MS in Marketing programs is extremely competitive. Admission decisions are made by the Doctoral Admission Committee and MS in Marketing Admission Committee respectively and are based on a balanced consideration of multiple factors, including academic credentials, test scores, work experience, personal statement, and letters of recommendation. Students must enter the MS in Marketing Option III program in the summer semester. Applicants admitted to the MS in Marketing Option III program will be required to submit a [nonrefundable enrollment deposit](#) to secure enrollment in the program.

The MS Bridge Program offers undergraduate students at The University of Texas at Austin an opportunity to prepare for future graduate study by providing access to courses and program resources that normally require graduate standing. University of Texas at Austin undergraduate students may apply for admission through the graduate academic unit sponsoring the bridge program. Admission to a bridge program is highly competitive and does not guarantee admission to a graduate degree program. Additional information can be found at [MS Bridge Program](#).