

Marketing (PhD)

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

Graduate Handbook

Graduate handbook information is updated and maintained by each program. Graduate handbooks are available within each program's office and [online](#). Please contact the program with concerns or questions.

Admission

Admission to the PhD program is extremely competitive. Admission decision is made by the Doctoral Admission Committee and is based on a balanced consideration of multiple factors, including academic credentials, test scores, work experience, personal statement, and letters of recommendation.

Total Hours Required: 30

Requirements

- 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;
 5. satisfy the third year paper requirement; and
 6. select a dissertation topic and dissertation committee. The student then submits a dissertation proposal for committee approval, applies for doctoral candidacy, 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.

Code	Title	Hours
All students must also follow the following requirements and policies:		
Graduate Business Requirements		
Graduate University Requirements		