

Marketing, PhD

BAMARKPHD

If your career goal is to hold a full-time, tenure-track research and teaching position at a research-focused university, then you will value this full-time residential doctoral program. Develop the capability to recognize marketing-related problems, frame these problems into research questions and address them in a scholarly way.

Program description

Degree awarded: PHD Business Administration (Marketing)

Each doctoral student in the PhD program in business administration with a concentration in marketing receives a comprehensive, broad-based education in marketing concepts and research techniques.

All students complete a core curriculum yet tailor their work to achieve personal goals. Furthermore, students have the ability to specialize in one of three research domains:

- consumer behavior
- quantitative marketing models
- service strategy

Students do not need to declare a specialization during the application process but, if known, applicants can indicate their intended specialized direction of study. It is expected that by the end of their first year, students will commit to one of these three domains.

This is a full-time program only and is not intended for people who want to work in industry positions. The program is typically completed in five years.

At a glance

- **College/School:** [W. P. Carey School of Business](#)
- **Location:** [Tempe](#)

Degree requirements

84 credit hours, a written comprehensive exam, a prospectus and a dissertation

Plan of Study

At least 30 credit hours of the approved doctoral program, which may include research credit, and 12 dissertation credit hours must be completed after admission to the doctoral program. A student may not apply credit hours earned for a doctoral degree previously awarded at ASU or another institution toward their current ASU doctorate program. However, at the academic unit's discretion, a student may apply up to 30 credit hours from a previously awarded master's degree toward their doctoral plan of study.

Comprehensive Examinations

Upon completion of all necessary coursework on a student's approved plan of study, the academic unit may initiate the scheduling and administering of a student's comprehensive examinations. The comprehensive examinations consist of a minimum of a written exam, and an oral exam also may be required at the discretion of the academic unit.

Candidacy

Doctoral students are notified of achieving candidacy status when they receive a letter from the dean of the Graduate College upon passing the comprehensive examinations and successfully defending the dissertation proposal.

Dissertation Requirements

Students are required to present a dissertation to satisfy the research requirement for the doctorate. The dissertation is defended in an oral examination commonly known as the dissertation defense.

Students must be enrolled for at least one credit hour that appears on the plan of study or one hour of appropriate graduate-level credit, such as MKT 795 Continuing Registration, during the semester in which the student defends the dissertation, including summer sessions.

Students should refer to the [Graduate College policies and procedures](#) for detailed information regarding the university's doctoral degree requirements.

Maximum Time Limit

Doctoral students must complete all program requirements within 10 consecutive years. Any exception must be approved by the supervisory committee and the dean of the Graduate College.

Admission requirements

Applicants must fulfill the requirements of both the Graduate College and the W. P. Carey School of Business.

Applicants are eligible to apply to the program if they have earned a bachelor's or master's degree from a regionally accredited institution.

Applicants must have a minimum cumulative GPA of 3.00 (scale is 4.00 = "A") in the last 60 hours of their first bachelor's degree program, or a minimum cumulative GPA of 3.00 (scale is 4.00 = "A") in an applicable master's degree program.

All applicants must submit:

1. graduate admission application and application fee
2. official transcripts
3. GMAT or GRE scores
4. prior academic performance records
5. letters of recommendation
6. a personal statement
7. proof of English proficiency

Additional Application Information

An applicant whose native language is not English must provide [proof of English proficiency](#) regardless of their residency.

ASU does not accept the GRE® General Test at home edition.

Applications are initially reviewed by a faculty committee using a portfolio approach. Materials are reviewed to ensure a good fit between the student's goals and research interests and those of the department. Recommendations for action are then made to ASU Admission Services, which admits or denies each applicant and notifies them in writing.

Tuition information

When it comes to paying for higher education, everyone's situation is different. Students can learn about [ASU tuition and financial aid](#) options to find out which will work best for them.

Application deadlines

Fall

[expand](#)

Career opportunities

Graduates of the doctoral program in business administration at one of the largest public universities in the U.S. have learned from thought leaders in their respective fields and benefitted from the university's tremendous resources. These graduates are fully prepared for careers in research and academia.

Careers opportunities include:

- assistant professor
- professor
- researcher

Contact information

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