Marketing, PhD

The student whose career goals are full-time, tenure-track research and teaching positions at research-focused universities will value this full-time residential doctoral program. As a PhD candidate, you will 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 receives a comprehensive, broad-based education in marketing concepts and research techniques. Further, students at ASU have the ability to specialize in one of three research domains. 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.

Doctoral students can pursue one of these three research areas:

- Consumer behavior
- Quantitative marketing models
- Service strategy

This program is not intended for people who want to work in industry positions. It is a full-time program only. All students complete a core curriculum yet tailor their work to achieve personal goals. The program is typically completed in five years.

At a Glance

- **College/School:** W. P. Carey School of Business
- **Location:** Tempe campus
Degree Requirements

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

Plan of Study
At least 30 credit hours (may include research credit) of the approved doctoral program and 12 dissertation 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 doctoral degree. 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, at the discretion of the academic unit, an oral exam may also be required.

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 (including summer session) in which the student defends the dissertation.

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 of a 3.00 cumulative GPA (scale is 4.00 = "A") in the last 60 hours of their first bachelor's degree program, or applicants must have a minimum of a 3.00 cumulative GPA (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 (regardless of current residency) must provide proof of English proficiency.

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 Graduate Admission Services, which admits or denies each applicant and notifies them in writing.

Application Deadlines

Fall
Spring

Global Opportunities

PLuS Alliance
Global Experience
Global Degree

Career Opportunities
Contact Information

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