MARKETING

Designed to prepare individuals for careers in research, the program focuses on the use of experimental and secondary data research methods to address fundamental research problems in marketing. Students in the program possess high-intellectual capacity and motivation to pursue high-quality research. From the beginning of the program, students collaborate with faculty members in research projects.

PROGRAM HIGHLIGHTS

Program is full time with completion time averaging between four and five years.

- Admission is for highly-motivated individuals.
- Prepares individuals for careers in teaching and research.
- Students work closely with world-class faculty members.
- The focus is on strong experimental and empirical skills competencies for conducting highest-quality research.
- Annual stipend is $25,000 with opportunities for additional scholarships and fellowships.
- Funding for databases and travel is available.

PROGRAM ACCOLADES

Ranked #33 nationally in UT Dallas 2016-2017 ranking for faculty research

- Placements include Ph.D. granting institutions such as The University of Arkansas, University of Cincinnati and University of Alabama-Tuscaloosa.
PROGRAM REQUIREMENTS
The degree requires a minimum of 66 semester credit hours beyond the master’s degree. For those students who have not obtained a master’s degree, the degree requires a minimum of 84 semester credit hours.

If a student does not have the appropriate graduate degree, additional coursework may be required as determined by the Ph.D. Program Committee.

- Doctoral students are required to enroll in 21 credit hours each academic year with a minimum of 9 hours each fall and spring semester and 3 hours each summer.
- Full-time students should expect to complete the program in four to five years (not including any leveling coursework that may be required).

SCHOLARSHIPS & ASSISTANTSHIPS
Early application is strongly recommended to be considered for additional scholarships. Assistantships are generally available to doctoral students in good academic standing for a period of four years.

- Assistantships pay $25,000 per year for half-time service (20 hours a week).
- Assistantship awards allow the student to be classified as “in-state”.
- In addition to the financial assistantship, tuition and fees are fully paid and waived for full-time students.

Travel Stipends/Research Grants
The College of Business provides support for Ph.D. student academic travel and generous grants to support research. The Marketing Department offers separate research grants through the Carolan Research Center to support doctoral student research.

ADMISSIONS COMMITTEE REVIEW
Once a completed application is received, the Ph.D. Program Committee will review and conduct interviews with top candidates. Recommended decisions for admission will follow.

Contact
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