MARKETING

Designed to prepare individuals for careers in research, the program focuses on 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. Since the beginning of their 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 #35 nationally in UT Dallas ranking in 2015-2016 for faculty research
- Placements include PhD granting institutions, such as The University of Arkansas, University of Cincinnati, University of Alabama-Tuscaloosa.

APPLICATION

Annual deadline: FEBRUARY 1st
(early applications are strongly encouraged)

APPLY
to the UTSA Graduate School
(graduateschool.utsa.edu/admissions/graduate-application)

PAY
$50 non-refundable domestic application fee; $90 international application fee

SUBMIT
- Official transcripts of all undergraduate and graduate coursework completed
- Recent GRE score (in the last five years)
- Three recommendation letters
- Personal statement of academic interest and goals
- Resume
- TOEFL or IELTS (international students)

Visit graduate.utsa.edu for more information.

business.utsa.edu/phd
PROGRAM REQUIREMENTS

- The coursework in the program must total at least 60 semester credit hours past the bachelor’s degree, exclusive of any leveling work required or enrollment doctoral dissertation hours.
- A Ph.D. student is required to enroll in 21 hours each calendar year with a minimum of 9 hours each fall and spring semester.
- It is highly preferable that students be proficient in linear algebra and calculus prior to entering the program.
- 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

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). Award of an assistantship allows the student to be classified as “in-state” and grants them a scholarship that covers tuition and fees for Ph.D. students on assistantship.

The total typical package for admitted students ranges from $34,000 to $37,000 per academic year.

Travel Stipends/ Research Grants

The College of Business provides support for Ph.D. student travel (for example, to attend academic conferences) and Marketing Department offers separate research grants through the Carolan Research Center to support doctoral student research.

ADMISSIONS COMMITTEE REVIEW

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

KEY FACULTY

Suman Basuroy, Ph.D.
Marketing Strategy, Marketing of Cultural Products, Retailing

Deepa Chandrasekaran, Ph.D.
New Product Diffusion, Innovation Management

Richard Gretz, Ph.D.
Empirical Industrial Organization, Quantitative Modeling

Saerom Lee, Ph.D
Social Motivations, Social Influence and Consumer Identity

Ashwin Malshe, Ph.D.
Social Media Marketing, Consumer Behavior

Dengfeng Yan, Ph.D.
Numerical information processing, Psychological distance

Yinlong (Allen) Zhang, Ph.D.
Consumer Psychological issues and marketing implications

For More Information:
Please contact the program advisor
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