

PHD IN MARKETING



In this program, you will learn to use experimental and secondary data research methods to solve real-world marketing research challenges. You will also collaborate with experienced faculty on research projects, gaining valuable insights and expertise in the field.

Program Highlights

- **Full-time program** with competitive financial package valued at over \$190,000 for four years (completion time averages between four and five years)
- **Small class sizes** create frequent opportunities to interact with faculty who will prepare you for a successful teaching and research career in higher education
- **Learn from leaders** who are widely published and nationally recognized for their research achievements

Program Benefits

- **Comprehensive preparation** for all aspects of your future career—including teaching, research and service
- **Enhance analytical skills** and competencies to conduct high-quality research
- **Outstanding career success** as the majority of new graduates go on to teach or conduct research at universities

CARNEGIE R1 CLASSIFICATION

Top Tier Research Institution
*Carnegie Classification of
Institutions of Higher Education*

STEM

Designated Degree Program
*U.S. Department of
Homeland Security*

Application Deadline
February 1

Program Start
Fall Semester



AACSB
ACCREDITED

About UT San Antonio

The University of Texas at San Antonio is a nationally recognized, top-tier public research university that unites the power of higher education, biomedical discovery and healthcare within one visionary institution.

As the third-largest research university in Texas and a Carnegie R1-designated institution, UT San Antonio serves approximately 40,000 students in 350 academic programs.

The Carlos Alvarez College of Business is a community of scholars who advance business through rigorous and relevant research. Your experience will blend learning both inside and outside of the classroom to encourage you to achieve your full potential.

Program Requirements

- 66 semester credit hours (SCHs), with prior related master's degree
- 75 SCHs, without a master's degree, or a master's degree in a related field
 - If an admitted student does not have the appropriate graduate degree, additional coursework may be required as determined by the PhD Program Committee.
- Program is **full time**, students are required to enroll in 21 credit hours each academic year with a minimum of nine (9) hours each fall and spring semester and three (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).

Graduate Placements Include

- Baylor University
- Michigan State University
- Ohio University
- University of Alabama
- University of Arkansas
- University of Cincinnati
- University of South Florida
- University of Victoria
- University of Wisconsin Milwaukee

Research Universities Where Alumni Hold Tenured or Tenure-Track Positions

- Brigham Young University
- Florida International University
- Michigan State University
- Ohio University
- Queens University, Canada
- Texas A&M University
- University of South Florida
- University of Wisconsin Milwaukee
- Wake Forest University

Scholarships and 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 \$27,500 per year for half-time service (19 hours a week)
- Assistantship awards enable "in-state" classification
- \$2,500 annual research fund
- Additional fellowship awards up to \$5,000

The Alvarez College of Business provides support for PhD student academic travel and generous grants to support research. The department may offer additional fellowships/scholarships to top students on a competitive basis.

How to Apply

Applications will open the August prior to your intended start term. To apply, complete the online application: future.utsa.edu/apply/

- Select the application for your intended start term
- After you create an application account, click on the "Add Program" tab
- Select the program "Marketing, Doctor of Philosophy"
- To complete the online application form, you will require:
 - Official transcripts of all undergraduate and graduate coursework completed
 - Recent GMAT or GRE scores (from the last five years)
 - Three recommendation letters
 - Personal statement of academic interest and goals
 - Resume
- TOEFL, IELTS or Duolingo (international students)
- Pay your application fee (\$50 domestic or \$90 international) and submit application

Admissions Committee Review

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

PhD Program Advisor

Jihye Jung, PhD

Associate Professor of Marketing
Jihye.Jung@utsa.edu
210-458-7484

Doctoral Student Services

Don Carrington

Director of Doctoral Programs
Don.Carrington@utsa.edu
210-458-5281

Publications

Our faculty, students and alumni regularly publish in premium marketing journals such as:

- Journal of Consumer Psychology
- Journal of Consumer Research
- Journal of Marketing
- Journal of Marketing Research
- Marketing Science
- Journal of Retailing
- Journal of the Academy of Marketing Science
- International Journal of Research in Marketing