Marketing PhD program: Frequently Asked Questions

Admission and Financial Aid

Structure of the PhD Program
Admission and Financial Aid

Q: How many marketing PhD students do you admit each year?
A: Generally, we admit 2 students.

Q: Do you offer Spring admission?
A: No. We only offer Fall admissions. All admissions materials are due January 15 of that year.

Q: Do you offer tuition waivers and stipends to PhD students?
A: Yes. Every admitted student receives tuition waiver, health insurance, and stipend.

Q: Is there a minimum GMAT requirement (i.e., an applicant with lower than a specific score would not be considered for admission)?
A: Yes. It is 650.

Q: What is the average GMAT score of admitted applicants?
A: It varies from year to year. But usually it ranges from 670 to 730.

Q: Do you consider applicants with just the undergraduate degree?
A: Yes. Anyone with a four-year undergraduate degree or equivalent from an accredited institution may be considered.

Q: Could you pre-assess me for admission if I sent you my test scores and transcripts?
A: No. Unfortunately, we are unable to assess individual applications before the application deadline. We go through all application files only after the deadline.

Q: What is the application procedure?
A: Please visit: [http://business.utah.edu/phd-program/apply](http://business.utah.edu/phd-program/apply) to get a detailed description of the procedure.

Q: Is it required for an applicant to have a firm and clear idea of what she/he wants to pursue in the PhD program?
A: We expect an applicant to have a general idea about the area of research he/she would like to pursue during the PhD program.
Q: What do you look for in an applicant?

A: Apart from excellent academic credentials (GMAT score, TOEFL score for International applicants, GPA etc.). In our applicants, we look for potential to conduct original research and a desire to pursue a career in academia.

Q: I would like to know more about academic research in marketing and research interests of the University of Utah’s marketing faculty.

A: To know more about academic research in marketing. You could visit the following websites of prominent marketing journals and see their forthcoming articles

**Journal of Marketing:**


**Journal of Marketing Research:**

**Marketing Science:** http://www.informs.org/Journal/MktSci/Forthcoming-Articles

To know more about the marketing department faculty research, visit:
http://www.business.utah.edu/directory?dept=26

Q: When do you make your decisions about who will be admitted?

A: We generally start informing applicants by the second week of March.

Q: I am an international applicant, what is the procedure to obtain a visa if I am accepted for the PhD program?

A: Please get in touch with the International Student Office ( http://www.sa.utah.edu/inter/iss/ ). They will provide you with all the information you would need.
Structure of the PhD Program

Q: How many years does it take to finish the PhD program in marketing?

A: Generally 4 to 5 years.

Q: Is the PhD in marketing at the U of U primarily geared towards a career in research and teaching?

A: Yes, the program trains the PhD students to have a career in research and teaching. It is not geared towards a career in corporate settings.

Q: Is it a flexible or a structured program?

A: It is a combination of both. Some aspects of coursework are structured where every student takes certain seminars offered by our marketing faculty. On the other hand, the type of allied courses you take depends on your area of interest. For research requirements, there are certain deadlines that each PhD student has to meet. However, the course of action to meet those deadlines is something you chart out under the guidance of your advisor.

Q: How long does it take to complete the coursework in the PhD Program?

A: It usually takes 2 to 3 years to complete the coursework.

Q: When do marketing PhD students start working on research projects?

A: From very early in the PhD program since our qualifying exam is in the form of first and second year papers. The requirements for these papers are rigorous and we expect students to eventually publish them in prominent marketing journals. Students work on these papers under the supervision of a faculty member.

Q: Is PhD stipend tied up to teaching each semester?

A: No. PhD students teach just one semester to obtain teaching experience. For the most of the PhD program, students work as Teaching/ Research assistants.

Q: Due to my family/career situation I can’t be a fulltime student. Is it possible to get the PhD degree on a part-time basis?

A: No. Given the rigorous nature of course work and research it is practically impossible on a part-time basis.

Q: I already have an MBA/Master's Degree. Will this reduce my coursework?

A: No. Courses taken at the graduate level will not reduce your coursework as there is very little overlap between MBA and PhD level coursework.