



DOCTOR OF MARKETING

THE DOCTORAL PROGRAM OF MARKETING

offers students an opportunity to become academic researchers and scholars in marketing. Students selected for the program work closely with faculty to develop the coursework and research programs to meet the student's academic needs. Students work with faculty on research projects that lead to publication in scholarly journals while also gaining experience in classroom instruction.

The University of Memphis has been named an R1 institution by the Carnegie Classification of Institutions of Higher Education, putting the UofM in the top tier of research universities nationally. This four-year PhD program combines cutting-edge coursework, state-of-the-art coverage of marketing theory and research methods.

For more information, please visit, memphis.edu/mscm.

ADMISSION REQUIREMENTS

ACCEPTING APPLICATIONS FOR 2023

Students applying for the Marketing PhD program must submit a Department of Financial Assistance application, scores on the Graduate Record Examination or the Graduate Management Admission Test, provide three letters of recommendation, a resume and transcripts from all institutions of higher learning attended attesting to the courses taken and/or degrees earned and verifying their success. A statement of purpose is also required.

Students must complete a minimum of 39 hours of the curriculum at the University of Memphis after admission to the program. Those admitted to the program receive financial support including a \$12,000 stipend for the academic school year, approximately \$15,000 for academic year tuition (approximately \$19,000 for international students), a \$7,000 stipend for summer research (contingent upon submitting an approved research proposal) and conference funding.

PROGRAM REQUIREMENTS

The Marketing PhD Concentration Curriculum consists of 72 credit hours beyond a bachelor's degree:

- **RESEARCH CORE**
12 semester hours
- **CONCENTRATION**
30 semester hours minimum
- **ELIGIBLE COURSEWORK**
15 semester hours from a master's degree can be applied to PhD requirements
- **DISSERTATION**
6 semester hours minimum 18 semester hours maximum



Fogelman College
of Business & Economics

The University of Memphis is an Equal Opportunity/Affirmative Action University. It is committed to the education of a non-racially identifiable student body.

PROGRAM COORDINATOR

Dr. Subhash Jha

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