

Marketing PHD Program



UW

College of
Business

<http://www.uwyo.edu/mgtmkt/graduate/marketing-phd-program/index.html>



Orientation Fall 2022 with Dean Beaulier, PhD students & Professor Price



Professor Peterson, PhD students, ACR Conference, Fall 2022

We provide a stimulating and supportive environment where students work closely with faculty and fellow students to gain valuable research and teaching skills to prepare them for an academic career.

APPLY BY
February 1st, 2023

OVERVIEW

- Up to three students admitted each year for a 4 year, full-time, on-campus program.
- From inception in 2010, our program has specialized in sustainability and consumer well-being.
- As a small, tailored program we guide specializations in consumer behavior, consumer culture, sales management, & innovation & entrepreneurship.
- Students receive 9-month graduate assistantships including a full tuition waiver, generous monthly stipend, health insurance, travel and research support and an office space. Summer funding is also available.
- Faculty have international networks and reputations. We can help you prepare for and find the academic job that is right for you!
(<http://www.uwyo.edu/mgtmkt/faculty-staff/index.html>)
- Recent graduates placed at University of North Florida, University of Nevada Reno, Northern Illinois University, Gonzaga University, Old Dominion University

To be a successful Ph.D. student requires initiative, perseverance, discipline, stamina, resilience, curiosity, creativity, and an ability to clearly communicate your ideas in person and in writing.

TO APPLY

- Unofficial transcripts, unofficial GRE or GMAT scores, three letters of recommendation, and a statement of purpose need to be uploaded to the online application system for your application to be considered complete. You can also upload a CV.
- International students must provide proof of English Proficiency
- MBA or master's degree strongly recommended, but not required.
- Accepted applicants typically have a minimum GRE score of 310 or GMAT score of 650.
- Questions? Email: mktphd@uwyo.edu

PROGRAM REQUIREMENTS

- Core seminars in Theory Construction, Behavioral Theory, Research Methods, and Strategy
- Specialize around topics such as sustainability, sales management, innovation, consumer behavior, consumer culture and social impact.
- Comprehensive Exam over 1st year seminars and basic research methods (spring year 1)
- First Year Paper Requirement (summer year 1)
- Second Year Paper Requirement (summer year 2)
- Dissertation Proposal Defense (spring 3rd year)
- Dissertation Defense (spring 4th year)
- Teaching proficiency for 1-2 marketing courses over years 2-4, guidance on pedagogy.



WE LOOK FORWARD TO RECEIVING YOUR
APPLICATION! GO POKES!