

# BUSINESS: MARKETING, PHD

The Business: Marketing, PhD is designed to prepare students for academic careers at top universities. A career as a marketing faculty member offers a high degree of intellectual stimulation, creative freedom, and the opportunity to develop and disseminate new knowledge via research and teaching.

Student research is supported by faculty in three core areas that include quantitative modeling, consumer behavior and marketing strategy.

Our faculty members contribute to significant advancements in the theory and practice of marketing, as evidenced by our recently published journal articles (<https://business.wisc.edu/faculty-research/marketing/featured-publications/>).

## ADMISSIONS

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Requirements	Detail
Fall Deadline	December 15
Spring Deadline	This program does not admit in the spring.
Summer Deadline	This program does not admit in the summer.
GRE (Graduate Record Examinations)	Required.

**English Proficiency Test**  
All domestic (including Puerto Rico) and international applicants whose native language is not English must submit scores from the Test of English as a Foreign Language (TOEFL). A recommended minimum TOEFL score of 106 (New iBT) and 27 Speaking, obtained within two years of the intended starting term, is needed for admission consideration. The school also accepts IELTS scores with a recommended minimum score of 7.5. The school accepts the Pearson Test of English as a substitute.

International applicants who have completed a four-year bachelor's degree in a country where the official language is English may request a waiver of the English Proficiency Test requirement. A master's degree from an English-speaking institution does not qualify for a waiver of the requirement, unless you have completed a minimum of 4 years of education (undergrad and graduate) in a country where English is the native language.

Being a citizen or permanent resident of the United States does not automatically exempt an applicant from the test requirement. The English Proficiency Test requirement may be waived if the applicant has studied full time for eight semesters or more at a college or university where the sole language of instruction is English in a country where English is the primary spoken language. A master's degree alone from an English-speaking institution DOES NOT qualify for a waiver of the test requirement.

Other Test(s) (e.g., GMAT, MCAT)	The GMAT is accepted as an alternative to the GRE.
Letters of Recommendation Required	3

Admission consideration requires a four-year undergraduate degree or the equivalent, in any discipline, from an accredited institution. Work experience is not required. Applicants should have an undergraduate minimum grade point average (GPA) of 3.0 or higher on a 4.0 scale. In addition to academic credentials, test scores, personal achievements, motivation, communication skills (written and oral) and recommendation letters are considered in the admission process at both the master's and doctoral levels.

**Please note:** The Graduate Management Admission Test (GMAT) or the Graduate Record Exam (GRE), taken within five years of the starting term, is required of all applicants to the School of Business PhD and MS programs.

To learn more about the application and admissions process, visit PhD Admission Requirements (<https://wsb.wisc.edu/programs-degrees/doctoral-phd/admissions/admissions-requirements/>).

## HOW TO APPLY

Students interested in business degrees do not apply through the Graduate School application system and should instead refer to the School of Business Admissions page. (<https://admissions.wsb.wisc.edu/Phd/>)

## REQUIREMENTS

### MINIMUM GRADUATE SCHOOL REQUIREMENTS

Review the Graduate School minimum academic progress and degree requirements (<http://guide.wisc.edu/graduate/#policiesandrequirements>), in addition to the program requirements listed below.

### MAJOR REQUIREMENTS

#### MODE OF INSTRUCTION

Face to Face	Evening/ Weekend	Online	Hybrid	Accelerated
Yes	No	No	No	No

#### Mode of Instruction Definitions

**Accelerated:** Accelerated programs are offered at a fast pace that condenses the time to completion. Students typically take enough credits aimed at completing the program in a year or two.

**Evening/Weekend:** Courses meet on the UW–Madison campus only in evenings and/or on weekends to accommodate typical business schedules. Students have the advantages of face-to-face courses with the flexibility to keep work and other life commitments.

**Face-to-Face:** Courses typically meet during weekdays on the UW–Madison Campus.

**Hybrid:** These programs combine face-to-face and online learning formats. Contact the program for more specific information.

**Online:** These programs are offered 100% online. Some programs may require an on-campus orientation or residency experience, but the courses will be facilitated in an online format.

### CURRICULAR REQUIREMENTS

#### Requirement Detail

Minimum Credit Requirement	51 credits
Minimum Residence Credit Requirement	33 credits
Minimum Graduate Coursework Requirement	26 credits must be graduate-level coursework. Refer to the Graduate School: Minimum Graduate Coursework (50%) Requirement policy: <a href="https://policy.wisc.edu/library/UW-1244/">https://policy.wisc.edu/library/UW-1244/</a> .
Overall Graduate GPA Requirement	3.20 GPA required.

Other Grade Requirements n/a

**Assessments and Examinations** Doctoral students are required to take a comprehensive preliminary examination after they have cleared their record of all Incomplete and Progress grades (other than research and thesis). Students must also complete a research project/paper the summer following the students' first year in the program. Students will then present this paper during the fall of their sophomore year. Deposit of the doctoral dissertation in the Graduate School is required.

**Language Requirements** There are no curricular language requirements for Business PhD students.

**Graduate School Breadth Requirement** A doctoral minor or graduate/professional certificate is not required; breadth is achieved in other ways.

### REQUIRED COURSES

Code	Title	Credits
<b>Seminar Requirement</b>		
MARKETNG 971	Seminar-Marketing PhD, Contemporary Topics in Marketing <sup>1</sup>	6
MARKETNG 972	Seminar-Marketing PhD, Research Methods in Marketing <sup>1</sup>	6
GEN BUS 933	Beginning a Research Career in Business	1
<b>Breadth Requirement* (see list below for possible course options)</b>		<b>12-16</b>
<b>Additional Coursework</b>		<b>22-26</b>
Students will take additional credits of coursework, decided in consultation with their advisor.		
<b>Total Credits</b>		<b>51</b>

<sup>1</sup> Students take each of these seminars twice.

#### Breadth Requirement

Code	Title	Credits
Students complete four courses at the graduate level, either inside or outside the School of Business. These courses will form a coherent topic related to the student's specific research interest and will include at least one course in the methods of data collection and at least one in the methods of data analysis. Students will select these courses in consultation with their advisor. Courses that have fulfilled these requirements in the past include:		
<b>Methods of Data Collection</b>		
ANTHRO 909	Research Methods and Research Design in Cultural Anthropology	3
ART HIST/ AFROAMER 801	Historiography, Theory and Methods in Visual Culture	3
COM ARTS 762	Communication Research Methods	3
COMP SCI/ E C E 760	Machine Learning	3
COMP SCI/ E C E 766	Computer Vision	3

ED PSYCH 762	Introduction to the Design of Educational Experiments	3
PSYCH 610	Design and Analysis of Psychological Experiments I	4
PSYCH 710	Design and Analysis of Psychological Experiments II	4
MARKETNG 710	Marketing Research	2-3
MARKETNG 805	Qualitatively-Based Marketing Insights	2-3
MARKETNG 815	Marketing Analytics	2-3
SOC 735	Ethnomethodology & Conversation Analysis	3
STAT 771	Statistical Computing	3
<b>Methods of Data Analysis</b>		
COMP SCI/ I SY E 719	Stochastic Programming	3
COMP SCI/I SY E/ MATH/STAT 726	Nonlinear Optimization I	3
COMP SCI/ E C E 761	Mathematical Foundations of Machine Learning	3
COMP SCI/ ED PSYCH/ PSYCH 770	Human-Computer Interaction	3
COMP SCI/E C E/ STAT 861	Theoretical Foundations of Machine Learning	3
ECON 700	Mathematics for Economists	3
ECON 701	Microeconomics I	3
ECON 702	Macroeconomics I	3
ECON 704	Econometrics I	3
ECON 705	Econometrics II	3
ECON 706	Econometrics III	3
ECON 708	Microeconomics II	3
ECON 709	Economic Statistics and Econometrics I	3-4
ECON 710	Economic Statistics and Econometrics II	3-4
ECON 711	Economic Theory-Microeconomics Sequence	3
ECON 713	Economic Theory: Microeconomics Sequence	3
ECON 717	Applied Econometrics	3
ECON 761	Industrial Organization Theory	3
ECON 762	Empirical Analysis of Industrial Organization and Public Policy	3
ECON 809	Topics in Microeconomic Theory	1-3
ECON 899	Recent Advances in Economics	1-3
ED PSYCH 711	Current Topics in Educational Psychology	1-3
ED PSYCH 760	Statistical Methods Applied to Education I	3
ED PSYCH 761	Statistical Methods Applied to Education II	3
ED PSYCH 763	Regression Models in Education	3
ED PSYCH 773	Factor Analysis, Multidimensional Scaling and Cluster Analysis	3

ED PSYCH 960	Structural Equation Modeling	3
ED PSYCH 964	Hierarchical Linear Modeling	3
POLI SCI 818	Maximum Likelihood Estimation	3
POLI SCI 919	Seminar-Advanced Methodology	3
SOC 952	Seminar-Mathematical and Statistical Applications in Sociology	3
STAT 609	Mathematical Statistics I	3
STAT 610	Introduction to Statistical Inference	4
STAT/ECON/ GEN BUS 775	Introduction to Bayesian Decision and Control I	3
STAT 849	Theory and Application of Regression and Analysis of Variance I	3

### Summer Paper Requirement

Following students' first year in the program, they are required to complete a research project, typically in collaboration with a faculty member. The summer paper should be based on a student's research interests, and it may be empirical or conceptual in nature. The summer paper must be submitted to the doctoral committee no later than August 31. Students will receive written feedback from the committee, including specific comments that will be similar to what they can expect in reviews from journals. Students will present the research to the department during the fall speaker series and receive feedback from the doctoral committee on their progress.

## POLICIES

### GRADUATE SCHOOL POLICIES

The Graduate School's Academic Policies and Procedures (<https://grad.wisc.edu/acadpolicy/>) provide essential information regarding general university policies. Program authority to set degree policies beyond the minimum required by the Graduate School lies with the degree program faculty. Policies set by the academic degree program can be found below.

### MAJOR-SPECIFIC POLICIES

#### PRIOR COURSEWORK

##### Graduate Credits Earned at Other Institutions

With program approval, students are allowed to transfer no more than 9 credits of graduate coursework from other institutions. Coursework earned ten years or more prior to admission to a doctoral degree is not allowed to satisfy requirements.

##### Undergraduate Credits Earned at Other Institutions or UW-Madison

No credits from a UW-Madison undergraduate degree are allowed to transfer toward the degree.

##### Credits Earned as a Professional Student at UW-Madison (Law, Medicine, Pharmacy, and Veterinary careers)

Refer to the Graduate School: Transfer Credits for Prior Coursework (<https://policy.wisc.edu/library/UW-1216/>) policy.

##### Credits Earned as a University Special Student at UW-Madison

With program approval students are allowed to transfer no more than 9 credits of coursework numbered 300 or above taken as a UW-Madison

University Special student. Coursework earned ten or more years prior to admission to a doctoral degree is not allowed to satisfy requirements.

## PROBATION

Refer to the Graduate School: Probation (<https://policy.wisc.edu/library/UW-1217/>) policy.

## ADVISOR / COMMITTEE

Refer to the Graduate School: Advisor (<https://policy.wisc.edu/library/UW-1232/>) and Graduate School: Committees (Doctoral/Master's/MFA) (<https://policy.wisc.edu/library/UW-1201/>) policies.

## CREDITS PER TERM ALLOWED

15 credits

## TIME LIMITS

Refer to the Graduate School: Time Limits (<https://policy.wisc.edu/library/UW-1221/>) policy.

## GRIEVANCES AND APPEALS

These resources may be helpful in addressing your concerns:

- Bias or Hate Reporting (<https://doso.students.wisc.edu/bias-or-hate-reporting/>)
- Graduate Assistantship Policies and Procedures (<https://hr.wisc.edu/policies/gapp/#grievance-procedure>)
- Hostile and Intimidating Behavior Policies and Procedures (<https://hr.wisc.edu/hib/>)
  - Office of the Provost for Faculty and Staff Affairs (<https://facstaff.provost.wisc.edu/>)
- Dean of Students Office (<https://doso.students.wisc.edu/>) (for all students to seek grievance assistance and support)
- Employee Assistance (<http://www.eao.wisc.edu/>) (for personal counseling and workplace consultation around communication and conflict involving graduate assistants and other employees, post-doctoral students, faculty and staff)
- Employee Disability Resource Office (<https://employee disabilities.wisc.edu/>) (for qualified employees or applicants with disabilities to have equal employment opportunities)
- Graduate School (<https://grad.wisc.edu/>) (for informal advice at any level of review and for official appeals of program/departmental or school/college grievance decisions)
- Office of Compliance (<https://compliance.wisc.edu/>) (for class harassment and discrimination, including sexual harassment and sexual violence)
- Office of Student Conduct and Community Standards (<https://conduct.students.wisc.edu/>) (for conflicts involving students)
- Ombuds Office for Faculty and Staff (<http://www.ombuds.wisc.edu/>) (for employed graduate students and post-docs, as well as faculty and staff)
- Title IX (<https://compliance.wisc.edu/titleix/>) (for concerns about discrimination)

**Any student who feels that they have been mistreated by a faculty or staff member has the right to lodge a complaint. Complaints may concern course grades, classroom treatment, program admission, or other issues. To ensure a prompt and fair hearing of any complaint and to protect both the student's rights and the person at whom the**

**complaint is addressed, the grievance procedures below are used in the School of Business.**

The person against whom the complaint is directed must be an employee of the School of Business. Any student or potential student may use these procedures unless other campus rules or contracts cover the complaint:

1. If the student feels comfortable/safe doing so, the student should first talk with the person against whom the grievance is directed. Most issues can be settled at this level. If the complaint is directed against a teaching assistant (TA) and the student is not satisfied after discussion of the grievance with the TA, the next step would be to talk to the TA's supervisor, who is usually the course professor. If the complaint is still not resolved satisfactorily, the student may continue to step 2.
2. If the complaint involves an academic department, the student should contact the chair of the department. The chair will attempt to resolve the problem informally. If this cannot be done to the student's satisfaction, the student may submit the grievance to the chair in writing. This must be done within 60 calendar days of the alleged unfair treatment.
  - a. If the complaint does not involve an academic department, the procedure outlined in Step 4 below should be followed.
3. On receipt of a written complaint, the chair will refer the matter to a departmental committee, which will obtain a written response from the person at whom the complaint is directed. This response shall be shared with the person filing the grievance. The chair will provide a written decision within 30 days to the student on the action taken by the committee.
4. If either party is not satisfied with the decision, they have five working days from receipt of the decision to contact the dean's office (at the number below), indicating the intention to appeal. If the complaint does not involve an academic department in the school, the student must contact the dean's office within 60 calendar days of the alleged unfair treatment.
5. In either case, there will be an attempt to resolve the issue informally by the appropriate associate dean. If this cannot be done, the complaint can be filed in writing with the Office of the Dean. This must be done within 10 working days of the time the appealing party was notified that informal resolution was unsuccessful.
6. On receipt of such a written complaint, the Chief Diversity and Inclusion Officer will convene a subcommittee of relevant stakeholders pending the nature of the issue. This subcommittee may ask for additional information from the parties involved and may hold a hearing at which both parties will be asked to speak separately. The subcommittee will then make a written recommendation to the dean of the School of Business who will render a decision. Unless a longer time is negotiated, this written decision shall be made within 20 working days from when the grievance was filed with the Office of the Dean.

*Questions about these procedures can be directed to the School of Business, Office of the Dean, 4339 Grainger, 975 University Avenue, 608-262-7867.*

*State law contains additional provisions regarding discrimination and harassment. Wisconsin Statutes 36.12 reads, in part: "No student may be denied admission to, participation in or the benefits of, or be discriminated against in any service, program, course or facility of the system or its institutions or center because of the student's race, color, creed, religion, sex, national origin, disability, ancestry, age, sexual*

*orientation, pregnancy, marital status or parental status." In addition, the UW System prohibits discrimination based on gender identity or gender expression. Students have the right to file discrimination and harassment complaints with the Office of Compliance, 361 Bascom Hall, 608-265-6018, [uwcomplianceoffice@wisc.edu](mailto:uwcomplianceoffice@wisc.edu).*

The Graduate School has procedures for students wishing to appeal a grievance decision at the school/college level. These policies are described in the Graduate School's Academic Policies and Procedures: <https://grad.wisc.edu/documents/grievances-and-appeals/>

## **OTHER**

Virtually all PhD students in business are funded at a level that guarantees a minimum of five years of the following: full tuition remission; scholarship funding; a monthly stipend; comprehensive family health insurance plan, travel funding for students presenting at academic conferences.