

BUSINESS: MARKETING, PHD

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/>)