

Ph.D. in Business Administration-Marketing

Degree Offered

- Doctor of Philosophy

Nature of the Program

The Ph.D. in Business Administration with a major in Marketing is a full-time, residential program that seeks to prepare students to contribute to the marketing discipline through the discovery, development, and dissemination of knowledge. The goal is to strive for continuous improvement in training world-class researchers and college professors who are able to conduct independent, original academic research and teach university-level courses in their major areas of study.

Academic Standards

The following criteria must be met for a student to remain in good standing:

1. Maintain a minimum 3.0 cumulative grade point average in all graduate courses taken at WVU.*
2. Earn no more than two incomplete grades per semester, barring exceptional circumstances in which a deferment is officially granted by the Ph.D. Program Coordinator.
3. Resolve any incomplete grade in a timely manner.
4. Successfully complete any qualifying/summer papers and/or qualifying exams within the prescribed timeframe.
5. Successfully complete a comprehensive exam within four years of starting the program. Failure to pass the comprehensive exam after two attempts will result in dismissal from the program.
6. Successfully defend a dissertation proposal within five years of matriculation.
7. Successfully defend a dissertation within seven years of matriculation.
8. Attend scholarly presentations and interact as part of the community of scholars.
9. Perform Graduate Assistantship duties in a satisfactory manner (if applicable).
10. Observation of and adherence to the WVU *Campus Student Code* (<https://studentconduct.wvu.edu/files/d/f0ae69b9-1461-45cb-81ee-40e48e2d978b/main-campus-revised-final-student-conduct-code-8-21-15c.pdf>).
11. Observation of and adherence to WVU's Academic and Professional Standards (<http://catalog.wvu.edu/graduate/enrollmentandregistration/#text>).
12. Observance of and adherence to the professional standards of the student's home discipline, as defined by the recognized scholarly organization that governs the progression (as identified by the Program Ph.D. Committee)

**Where this condition is not met, the student will be placed on probation and a remediation plan will be developed by the Ph.D. Program Coordinator. Where the conditions of the remediation plan are not met within the prescribed timeline, the student will be dismissed from the program.*

Admissions for 2025-2026

The following will be considered for admission into the program:

- A completed application received by December 1 is required for admission and to be considered for University fellowships. Late applications will be accepted as space is available.
- A master's degree or equivalent from an accredited university
- A statement of purpose regarding the Ph.D. program describing why the applicant is pursuing a Ph.D. in Business Administration and the applicant's career aspirations upon completion of the degree
- A current résumé
- Two letters of reference
- Official copies of all university transcripts with cumulative GPA scores of 3.0 or better on all undergraduate courses and 3.25 on graduate courses (based on U.S. standard of 4.0)
- An official Graduate Management Admissions Test (GMAT) score is preferred; however, in some cases a GRE (Graduate Record Examination) may be accepted. A high GMAT/GRE score is required for admission to the PhD Program in Business Administration.
- The John Chambers College of Business and Economics' TOEFL requirement for Ph.D. in Business Administration applicants is higher than the University's. Students whose first language is not English must obtain a score of at least 100 on the TOEFL-ibt or a score of at least 7.5 on the IELTS test to be admitted to graduate study. Go to www.toefl.org or www.ielts.org to register and find out more about the test. This is a university requirement.
- International applicants who have received a high school diploma or a bachelor's degree from an accredited college or university in the United States, the United Kingdom, or another predominately English-speaking country (<https://graduateadmissions.wvu.edu/information-for/international->

students) usually are exempt from the TOEFL/IELTS requirement. However, applicants who only having a master's degree from one of these countries must still provide acceptable TOEFL or IELTS scores.

The entrance requirements are minimum requirements for regular admission. Since there is limited space in each year's class, meeting these entrance requirements does not guarantee admission. Applicants will not be accepted on a provisional basis.

Major Code: 2128

Doctor of Philosophy

MAJOR REQUIREMENTS

Code	Title	Hours
A program GPA of 3.0 is required by the Chambers College.		
Research Hours		
Research		36
MKTG 797	Research	
Marketing Content Courses		
MKTG 710	Philosophy of Research	3
MKTG 711	Advanced Topics in Marketing 1	3
MKTG 720	Seminar in Buyer Behavior	3
MKTG 721	Special Topics in Marketing	3
MKTG 730	Advanced Marketing Research	3
MKTG 740	Seminar in Marketing Strategy	3
Methods and Statistics Courses		
MANG 709	Applied Univariate Statistics	3
MANG 711	Research Methods	3
MANG 713	Structural Equation Modeling	3
PSYC 612	Multivariate Analysis	3
or STAT 541	Applied Multivariate Analysis	
Restricted Electives *		6
Qualifying Exam		
Comprehensive Exam		
Dissertation Proposal Defense		
Dissertation Defense		
Total Hours		72

*

Restricted Electives are typically used to aid and inform the dissertation process and should be relevant to the student's area of research and are approved by the student's advisor.

SUGGESTED PLAN OF STUDY

First Year

Fall	Hours	Spring	Hours	Summer	Hours
MANG 709		3 MKTG 711		3 Qualifying Exam	
MKTG 710		3 MKTG 720		3	
Restricted Elective		3 PSYC 612		3	
		9			9
				0	

Second Year

Fall	Hours	Spring	Hours
MKTG 721		3 MKTG 730	3
MANG 713		3 MKTG 740	3
Restricted Elective		3 MANG 711	3
		9	9

Third Year

Fall	Hours	Spring	Hours
MKTG 797		9 MKTG 797	9
Comprehensive Exam		Dissertation Proposal Defense	
		9	9

Fourth Year

Fall	Hours	Spring	Hours
MKTG 797		9 MKTG 797	9
		Dissertation Defense	
		9	9

Total credit hours: 72