

DREXEL UNIVERSITY LEBOW COLLEGE OF BUSINESS

PhD in Business Administration
Specialization

Marketing



Join us in advancing knowledge and practice through excellence in research and teaching.

Drexel University's LeBow College of Business prepares doctoral students to become outstanding scholars and inspiring teachers.

Marketing as an academic discipline can be viewed from both the micro and macro perspectives. The PhD specialization in marketing addresses both perspectives but the primary emphasis is on the micro point of view. Students specializing in marketing can either choose a track that is economics-oriented or behaviorally-oriented. We accept a very small number of PhD students every year; this allows for a highly interactive and dynamic relationship between our students and faculty and fosters a rigorous and productive student-research environment. Our PhD students have contributed extensively to the knowledge of marketing, both in publishing in top marketing journals such as *Journal of Marketing* and *Journal of Advertising* and in presenting at national conferences. Landings for our graduates include strong research institutions such as Oregon State University and the University of Rhode Island.

Active Areas of Faculty Research

- Global Marketing Strategies
- Top Management Teams (the CMO Suite)
- Social CRM and Social Media Marketing
- Marketing Channels
- Behavioral Pricing
- Customer Loyalty
- B2B Sales and Sales Management
- Business of Health Care
- Consumer In-Store Decision Making
- Marketing Models
- Corporate Social Responsibility
- Advertising Effects

Research

Our faculty's research findings have been published in leading scholarly journals such as: *Journal of Marketing*, *Journal of Consumer Research*, *Journal of the Academy of Marketing Science*, *Journal of Retailing*, *Journal of Consumer Psychology*, *Journal of Advertising*, *Journal of Advertising Research*, *Journal of Personal Selling & Sales Management*, *European Journal of Marketing* and *Journal of Business Research*.

Our students have won numerous research-related awards including Best Paper in the American Marketing Association and runner-up for the Mary Kay Dissertation Competition.

Admission Standards

A bachelor's degree is required for admission. Applicants must have a minimum grade point average of 3.0 (on a 4.0 scale) for all undergraduate course work and a minimum 3.3 average for any graduate-level coursework. The faculty generally expect applicants to demonstrate a substantially higher level of accomplishment than these minimum requirements.

Admission Requirements

All applicants are required to submit either GMAT or GRE scores. Please note that scores older than five years are not accepted.

Applicants whose native language is not English and who have not received a degree from a U.S. university must submit scores from the International English Language Testing System (IELTS).

All applicants must submit a personal statement explaining the educational and personal experiences that have influenced their decision to pursue a PhD, as well as future career plans and goals. Faculty members are especially interested in learning about applicants' research experience and future research interests.

Two letters of recommendation must be submitted in support of the application. Applicants are strongly encouraged to seek recommendations from academics or other professionals who can assess the likelihood of their success in a research-oriented PhD program.



Admission Process

All of our PhD admissions are managed through our online portal and prospective applicants can access further details at lebow.drexel.edu/phd.

Assistantships and Financial Aid

We strive to provide graduate assistantships to all our entering PhD students; each applicant is automatically considered for an assistantship. All first year doctoral students work with a faculty member on research activities. During subsequent years, doctoral students are assigned a combination of teaching and research responsibilities. Assistants receive a stipend and full time tuition remission per academic year. Doctoral students who are making satisfactory progress toward the degree can expect to be provided with an assistantship for five years.

For inquiries about the LeBow PhD program, please email lebowphd@drexel.edu.

Contact

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For general inquiries about the LeBow PhD program, please send e-mail to lebowphd@drexel.edu. For specific details about the specialization in Marketing or to request a campus visit, please contact Dr. Hyokjin Kwak at hkwak@drexel.edu.

LeBow.Drexel.edu/phd