

# Business Administration/Marketing PhD

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FOX SCHOOL OF BUSINESS AND MANAGEMENT

Learn more about the Doctor of Philosophy in Business Administration.

## About the Program

The PhD in Business Administration program, with a concentration in Marketing, prepares individuals for advanced research and scholarship. The primary emphasis of the program is to prepare future faculty members for successful academic careers.

**Time Limit for Degree Completion:** 7 years

**Campus Location:** Main

**Full-Time/Part-Time Status:** Full-time study is required.

**Accreditation:** The PhD in Business Administration program, with a concentration in Marketing, is accredited by the Association to Advance Collegiate Schools of Business (AACSB International).

**Job Prospects:** The program is primarily dedicated to producing well-trained researchers who will work in academic positions.

**Non-Matriculated Student Policy:** Non-matriculated students are not permitted to take doctoral courses.

**Financing Opportunities:** Typically, all PhD students receive financial assistantship in the form of full tuition remission and a stipend in return for offering services as a Research Assistant (RA) or Teaching Assistant (TA). The level of support is based on the concentration, the applicant's qualifications, and other competitive considerations.

## Admission Requirements and Deadlines

### Application Deadline:

*Fall: December 5*

*Applications must be submitted AND complete (i.e., all required materials must be received and verified by Fox Staff) by Dec. 5 to be considered. Applications received after this deadline are reviewed on a case-by-case basis and dependent on availability.*

APPLY ONLINE to this Fox graduate program.

### Letters of Reference:

*Number Required: 2*

*From Whom:* Letters of recommendation should be obtained from evaluators, typically college/university faculty or an immediate work supervisor, who can provide insight into your abilities and talents, as well as comment on your aptitude for graduate study.

**Master's Degree in Discipline/Related Discipline:** A master's degree is not required, but preferred.

**Bachelor's Degree in Discipline/Related Discipline:** The equivalent of a four-year U.S. baccalaureate degree from an accredited university or college is required. For three-year degrees, mark sheets must be evaluated by WES or another NACES organization.

**Statement of Goals:** In 500 to 1,000 words, describe your specific interest in Temple's program, research goals, career goals, and academic and research achievements.

### Standardized Test Scores:

**GMAT/GRE:** Required. GMAT scores are preferred. Test results cannot be more than five years old. Although the applicant's test score is an important factor in the admissions process, other factors, such as the ability to conduct research as demonstrated by academic research publications and whether your indicated research interests match with those of our faculty, are also taken into consideration.

Applicants who earned their baccalaureate degree from an institution where the language of instruction was other than English, with the exception of those who subsequently earned a master's degree in a country where the language of instruction is English, must report scores for a standardized test of English that meet these minimums:

- TOEFL iBT: 90
- IELTS Academic: 7.0

- Duolingo: 110
- PTE Academic: 68

**Resume:** Current resume or CV required.

## Program Requirements

### General Program Requirements:

Number of Credits Required to Earn the Degree: 48

Required Courses:<sup>1</sup>

| Code   | Title   | Credit Hours |
|--|---|--------------|
| <b>PhD Core Courses</b>                      |   |              |
| Math Preparation (August) non-credit         |   | 0            |
| STAT 8112                                    | Statistical Methods for Business Research I                         | 3            |
| or PSY 8011                                  | Graduate Statistics I   |              |
| BA 9105                                      | Business Econometrics I   | 3            |
| Select two from the following three courses: |   | 6            |
| STAT 8113                                    | Statistical Methods for Business Research II                        |              |
| BA 9106                                      | Business Econometrics II  |              |
| BA 9207                                      | Behavioral Research Methods for Business                            |              |
| BA 9208                                      | Advanced Quantitative Research Methods for Business                 | 3            |
| or BA 9209                                   | Business Econometrics III   |              |
| <b>Core Marketing Seminars</b>               |   |              |
| MKTG 9001                                    | Behavioral Science Seminar  | 3            |
| MKTG 9002                                    | Seminar on Behavioral Research in Marketing                         | 3            |
| MKTG 9003                                    | Sem-Quant Research-Mktg   | 3            |
| MKTG 9006                                    | Empirical Modeling in Marketing                                     | 3            |
| MKTG 9011                                    | Proseminar in Marketing   | 3            |
| <b>Electives</b>                             |   |              |
| Select four from the following: <sup>2</sup> |   | 12           |
| BA 9001                                      | Organizations and Management Theory                                 |              |
| BA 9002                                      | Scientific Inquiry-Management Research                              |              |
| BA 9003                                      | Seminar in Organizational Behavior                                  |              |
| BA 9101                                      | Getting Your Hands Dirty: The Craft of Data Management and Analysis |              |
| BA 9103                                      | Econ Theory of Choice   |              |
| BA 9104                                      | Game Theory   |              |
| EPSY 8627                                    | Introduction to Research Design and Methods                         |              |
| HRM 9006                                     | Doctoral Seminar in Meta-analysis and Research Synthesis Methods    |              |
| MKTG 9005                                    | Seminar in Judgment and Decision Making                             |              |
| MKTG 9090                                    | Sem-SEL Topics in Mktg  |              |
| PSY 8011                                     | Graduate Statistics I   |              |
| RMI 9003                                     | Theory of Risk and Uncertainty                                      |              |
| <b>Research Courses</b> <sup>3</sup>         |   | 6            |
| BA 9994                                      | Preliminary Examination Preparation                                 |              |
| BA 9998                                      | Pre-Dissertation Research   |              |
| BA 9999                                      | Dissertation Research   |              |
| <b>Total Credit Hours</b>                    |   | <b>48</b>    |

<sup>1</sup> Students require approval from their mentor and the Concentration Director for all course selections, including those dropped and/or added.

<sup>2</sup> The program of study may be individualized to a significant degree for the student's best professional and scholarly development. With approval from the Concentration Director, students may take relevant coursework in quantitative methods, Psychology or Sociology to match their research interests.

<sup>3</sup> Of the 6 required research credits, a minimum of 2 credits of BA 9999 must be taken. The other 4 credits may be taken in any combination of BA 9994, BA 9998, and BA 9999. Given that 6 credits constitute the minimum requirement, additional credits may be needed to fulfill the degree program's culminating experiences. Doctoral students must maintain continuous enrollment from matriculation to graduation.

**Additional Requirements:** A screening examination is required after completion of the first year of coursework. In addition, two research papers are required:

- The first research paper is written at the end of the first year of study. The objective is to demonstrate progress in developing research capabilities. The student is expected to show initiative in proposing a research idea and developing a research approach. In May, students present a preliminary version of the paper, receive faculty feedback, and then formally submit and present the paper in the Fall term of the second year.
- The second research paper is prepared following completion of the second year of study. The objective is to demonstrate research capability. This paper may be based on the first-year research paper and includes research motivation; literature review; conceptual model with research hypotheses; description of methodology, including operationalization of variables and research design; analysis; discussion of results; and specific contributions and implications for theory and practice.

In May of the second year, students present a preliminary version of the research paper, receive faculty feedback, and then formally submit and present the paper at the beginning of the Fall term of the third year. The second-year research paper, which should be publishable in a high-quality academic journal, must be successfully passed before the student can take the comprehensive exam.

### **Culminating Events:**

#### *Comprehensive Examination:*

The purpose of the comprehensive examination is to demonstrate critical and interpretive knowledge of current research. The subject areas are determined, in advance, by the faculty of the department. The comprehensive exam should be completed no more than one term after the student completes the coursework component of the program. Students who are preparing to write their comprehensive examination should confirm a time and date with their departmental advisor.

Members of the student's department write the questions for the comprehensive exam. The student must answer every question on the examination in order to be evaluated by the Department Committee. The evaluators look for a breadth and depth of understanding of specific research areas, a critical application of that knowledge to specific phenomena, and an ability to write technical prose. Each member votes to pass or fail the student. In order to pass, a majority of the committee members must agree that the exam has been satisfactorily completed.

#### *Proposal:*

The dissertation proposal demonstrates the student's knowledge of and ability to conduct the proposed research. The proposal should consist of the following:

- the context and background surrounding a particular research problem;
- an exhaustive survey and review of literature related to the problem; and
- a detailed methodological plan for investigating the problem.

The proposal should be completed and approved no more than one year after completing coursework. Upon approval, a timeline for completing the investigation and writing process is established.

#### *Dissertation:*

The doctoral dissertation is an original empirical study that makes a significant contribution to the field. It should expand the existing knowledge and demonstrate the student's knowledge of both research methods and a mastery of their primary area of interest. Dissertations should be rigorously investigated; uphold the ethics and standard of the field; demonstrate an understanding of the relationship between the primary area of interest and the broader field of business; and be prepared for publication in an academic journal.

The Doctoral Advisory Committee is formed to oversee the student's doctoral research and is comprised of at least three Graduate Faculty members. Two members, including the Chair, must be from the student's department. The Chair is responsible for overseeing and guiding the student's progress, coordinating the responses of the committee members, and informing the student of their academic progress.

The Dissertation Examining Committee evaluates the student's dissertation and oral defense, including the student's ability to express verbally their research question, methodological approach, primary findings and implications. The Dissertation Examining Committee votes to pass or fail the dissertation and the defense at the conclusion of the public presentation. This committee is comprised of the Doctoral Advisory Committee and at least one additional faculty member from outside the department.

If any member decides to withdraw from the committee, the student shall notify the Chair of the Dissertation Examining Committee and the PhD Managing Director. The student is responsible for finding a replacement, in consultation with the Chair. Inability to find a replacement shall constitute evidence that the student is unable to complete the dissertation. In such a case, the student may petition the PhD Managing Director for a review. Once review of the facts and circumstances is completed, the Director will rule on the student's progress. If the Director rules that the student is not capable of completing the dissertation, the student will be dismissed from the program. This decision may be appealed to the Senior Associate Dean. If dismissed, the student may appeal to the Graduate School.

Students who are preparing to defend their dissertation should confirm a time and date with their Dissertation Examining Committee and register with the Graduate Secretary at least 15 days before the defense is to be scheduled. The Graduate Secretary arranges the time, date and room within two working days, and forwards the appropriate forms to the student. After the Graduate Secretary has scheduled the defense, the student must send to the Graduate School a completed "Announcement of Dissertation Defense" form, found in TUportal under the Tools tab within "University Forms," at least 10 days before the defense. The department posts flyers announcing the defense, and the Graduate School announces the defense on its website.

## **Contacts**

### **Program Web Address:**

<https://www.temple.edu/academics/degree-programs/business-administration-phd-bu-ba-phd>

### **Department Information:**

Fox School of Business and Management  
1801 Liacouras Walk  
701 Alter Hall (006-22)  
Philadelphia, PA 19122-6083  
foxinfo@temple.edu  
215-204-5890  
215-204-7678  
Fax: 215-204-1632

### **Submission Address for Application Materials:**

<https://apply.temple.edu/FOX/Account/Login>

### **Department Contacts:**

#### *Admissions:*

Fox PhD Admissions  
foxphdo@temple.edu

#### *Concentration Director:*

Dr. Monica Wadhwa  
monica.wadhwa@temple.edu  
215-204-5051

#### *PhD Managing Director:*

Vinod Venkatraman, PhD  
Associate Professor, Marketing  
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