

PROSPECTS

Research course

Marketing and Strategy

Cardiff University (/universities/cardiff-university-3695) · Cardiff Business School

PhD

Entry requirements

See our website for details.

Months of entry

October

Course content

Marketing and Strategy is a research area within which you can focus your studies as part of our Business Studies PhD programme.

The Marketing and Strategy Section (<http://business.cardiff.ac.uk/research/marketing-and-strategy>) at Cardiff Business School undertakes and publishes innovative and original research on the formulation and implementation of effective market strategies at domestic and international levels. The Section will continue to produce contributions, useful to business practitioners, public policy makers and researchers in a wide range of fields.

The route involves one year of research training followed by three years' work on your PhD topic. The training in the first year comprises of participation in general and subject-specific modules which leads to a Master's qualification in Social Science Research Methods.

We offer a full range of expertise, but the following areas are of particular strength:

- International marketing
- Strategic marketing
- Consumer behaviour analysis (marketing)
- Services marketing
- Strategic management systems.

Further areas of expertise include:

- Branding
- Consumer behaviour
- Business to Business

- Relationship marketing
- Creativity and product innovation management
- Entrepreneurship
- Digital media marketing
- Ethics, corporate social responsibility and sustainability
- International and cross-cultural marketing
- Marketing communications
- Retailing and service marketing.

Qualification and course duration

PhD

part time
84 months

full time
48 months

Course contact details

Name

Postgraduate Enquiries

Email

postgradenquiries@cardiff.ac.uk (<mailto:postgradenquiries@cardiff.ac.uk>)

Visit website

(</redirect/course/website/110004>)

Apply

(</redirect/course/apply/110004>)

Events

([universities/cardiff-university-3695/events/postgraduate-information-fair-2568562](https://universities.cardiff-university-3695/events/postgraduate-information-fair-2568562))

EVENT

Postgraduate Information Fair

Cardiff University

