

PROSPECTS

Research course

Marketing - Research

University of Strathclyde (/universities/university-of-strathclyde-4001) · Department of Marketing

PhD· MPhil· DBA

Entry requirements

You'll need a first or 2:1 UK Honours degree, or overseas equivalent, in a relevant marketing based discipline from a recognised academic institution.

Months of entry

September

Course content

You can study a PhD over the course of three years, a DBA also over three years or an MPhil over one year.

You can study for your choice of these degrees within any of our four research areas:

- Consumption, markets & society
(<https://www.strath.ac.uk/research/subjects/marketing/consumptionmarketsociety/>)
- Business innovation & networks
(<https://www.strath.ac.uk/research/subjects/marketing/businessinnovationnetworks/>)
- Services marketing (<https://www.strath.ac.uk/research/subjects/marketing/servicesmarketing/>)
- Strategic marketing & analytics
(<https://www.strath.ac.uk/research/subjects/marketing/strategicmarketinganalytics/>)

These research areas cover all fields of marketing eg consumer behaviour, strategic marketing, international marketing, services marketing, sales marketing, e-marketing.

For more information please see the course page (<https://www.strath.ac.uk/courses/research/marketing/>).

Department specialisms

Consumption, markets & society Business innovation & networks Services marketing Strategic marketing & analytics

Information for international students

If English isn't your first language, you'll also need to have a recent UKVI recognised Secure English Language Test (or a SELT) qualification. Please see the English language requirements (<https://www.strath.ac.uk/studywithus/englishlanguage requirements/>) for more details.

Fees and funding

UK students

£4,195 p/a

International students

EU £4,195 p/a Non EU £13,500 p/a

Please see the website (<https://www.strath.ac.uk/studywithus/feesfunding/>) and scholarship search (<https://www.strath.ac.uk/studywithus/scholarships/>) for more details.

Qualification and course duration

PhD

full time

33 months

MPhil

full time

12 months

DBA

full time

33 months

Course contact details

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(/redirect/course/website/12938)

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