

PROSPECTS

Research course

Marketing

University of Kent (/universities/university-of-kent-3797) · Kent Business School (/universities/university-of-kent-3797/kent-business-school-11813)

PhD

Entry requirements

Applicants should hold a 2:1 at undergraduate level and a Merit at Master's level in a relevant discipline, from a UK or other approved university and/or equivalent. You must submit a research proposal of approximately 1,500 words on your intended topic.

All applicants are considered on an individual basis and additional qualifications, and professional qualifications and experience will also be taken into account when considering applications.

Months of entry

September

Course content

Staff research interests in this group cuts across four main domains including, marketing strategy and performance; product development and innovation; buyer behaviour; and the management of supply (value) chains and market delivery systems.

Projects cover a wide range of themes ranging from the marketing department's influence on organisational performance, determinants of marketing innovation, brand and product development success, and pricing, advertising and distribution effectiveness, to marketing information/decision-support systems utilisation, value co-creation by open innovation, and consumer evaluation and processing of product communications.

The group has a long tradition in its sectoral focus on the food industry which has complemented its aim of promoting empirical, international and interdisciplinary research to enhance marketing theory and practice. Ongoing and future projects will continue to extend its sectoral foci to emerging market economies, high-technology and new (social and digital) media environments. In addition, the group's empirical and policy-oriented work is supported by the strong links with industry and an international network of research partners.

Department specialisms

Research activities at Kent Business School are broadly organised into six areas; Accounting Finance Management Science Marketing People, Management and Organisation Strategy and International Business

Information for international students

For detailed information see our English language requirements (https://www.kent.ac.uk/ems/eng-lang-reqs/index.html?utm_source=courses&utm_medium=prospects&utm_campaign=Prospects1617) web pages. Please note that if you are required to meet an English language condition, we offer a number of pre-sessional courses in English for Academic Purposes through Kent International Pathways (https://www.kent.ac.uk/international-pathways/?utm_source=courses&utm_medium=prospects&utm_campaign=Prospects1617).

Fees and funding

We have a scholarship fund of over £9 million to support our taught and research students with their tuition fees and living costs.

For more information visit our postgraduate funding (https://www.kent.ac.uk/scholarships/postgraduate/?utm_source=courses&utm_medium=prospects&utm_campaign=Prospects1617) pages.

Qualification and course duration

PhD

part time
60 months

full time
36 months

Course contact details

Name

Kent Business School Graduate Admissions Office

Email

kbsadmissions@kent.ac.uk (<mailto:kbsadmissions@kent.ac.uk>)

Phone

+44 (0)1227 827726

Fax

+44 (0)1227 761187

Visit website

(</redirect/course/website/40941>)

