

# Applying to the Warrington College of Business Ph.D. Program in Marketing

It is important that Ph.D. program applicants understand the application procedure, and how it reflects the goals of the Marketing Department. Our objective is to train students to become productive faculty at top research institutions. Since we have one of the best Ph.D. programs in marketing, our applications process is very competitive. We typically receive over 100 applications per year, and only admit three or four applicants. Therefore, we attempt to gather information that will allow us to select applicants who are most likely to succeed in our program.

## Application Deadlines

Because we admit so few students, our Ph.D. program admits students only for fall admissions.

*The deadline for Fall admission is February 1.*

This deadline reflects the deadline for receipt of your supporting materials at the department office, so plan ahead. It is your responsibility to ensure timely completion of the application process. Admissions materials may be submitted up to one year in advance. See below for more information on what materials are required.

## Application Process

Applying to the Ph.D. program in Marketing requires two steps.

### (1) Apply to UF Admissions.

This application will be used to determine your eligibility for admission to the University of Florida. You will need to provide:

- An Application for Admission, including personal information, residency classification, statement of conduct, and self reported GPA
- An application fee of \$30.

We *highly* recommend that you complete this stage of the process online. To do so, click the “Apply Online” button on the Marketing Ph.D. Program application page, or direct your browser to <http://www.admissions.ufl.edu/start.html>. Doing so will allow you to monitor the status of your application online and will greatly speed the process. If you cannot apply online, you may download the relevant forms (in PDF format) from <http://www.admissions.ufl.edu/forms.html>.

You will also need to provide:

- GRE/GMAT scores. You should arrange to have ETS submit your test scores for either the GRE or GMAT to the admissions department (institution code 5812). You should also submit copies of these documents to the Marketing Department (see step 2).
- TOEFL scores. If you are an international student who has not spent a year or more at a college or university in an English-speaking country, you must also submit TOEFL scores to institution code 5812. You should also submit copies of these documents to the Marketing Department (see step 2).

- Official transcripts. You should arrange to have official transcripts sent from each post-secondary institution you attended. International students must submit these documents in the original language, accompanied by an English translation and degree statement, if applicable. You should also submit copies of these documents to the Marketing Department (see step 2).

(2) Apply to the Marketing Department.

This application will be used to determine your eligibility for admission to our department. You will need to provide:

- Your curriculum vita containing information about your academic history, honors, and professional experience.
- A statement of purpose. The goal of this document is to inform us (1) why you want a Ph.D., (2) why you want to study marketing, (3) why you want to study in our marketing department, and (4) what qualities make you especially well-suited for our Ph.D. program. You should convey what skills you possess that will enable you to become a top researcher in the field of marketing. This may include prior research experience, relevant academic background, useful skills (e.g., methodology, programming) and the like.
- Copies of your test scores (GRE or GMAT and TOEFL if applicable). Send official scores to UF admissions (see step 1) and copies to the Marketing Department.
- Copies of your transcripts from any post-secondary institution. Send official documents to UF admissions (see step 1) and copies to the Marketing Department.
- Letters of recommendation. You should submit three letters from individuals in a position to evaluate your suitability for our Ph.D. program and capacity for academic research.
- Documents that allow us to judge your prior background as a researcher. This might include published papers, undergraduate research, or relevant class work.

You should submit these materials to:

Ph.D. Program  
 Department of Marketing  
 P.O. Box 117155  
 University of Florida  
 Gainesville, FL 32611-7155

### **Receipt of Your Materials**

If you wish to confirm that the Marketing Department has received your materials, you should send email to [mktPHDProgram@cba.ufl.edu](mailto:mktPHDProgram@cba.ufl.edu) stating your name and the specific materials that you sent.

### **After You Have Applied**

We will evaluate the pool of applicants starting February 1. This process typically takes about three weeks. We will inform applicants of their status around the beginning of March. Please do not contact us about your status – we will let you know as soon as we have made a decision. If you are selected as a candidate of interest, we may invite you to visit our department (at our expense)

during the month of March to further assess your potential as a researcher and your fit within the department. We typically ask admitted students to inform us of their decision by April 15.