



## PHD IN MARKETING

INSEAD is looking for candidates to join the PhD in Marketing for the 2025 intake. Applicants keen to pursue a successful career in academia as a professor of management specialising in Marketing are highly encouraged to apply. Online applications open in September.

Marketing is one of a business school's broadest and most encompassing areas. It gets into a deep understanding of how consumers and firms interact with several dimensions of the market.

The Marketing area in the INSEAD PhD Programme involves developing a deep understanding of the buyer or consumer, covering decision domains of designing and delivering products and services, pricing, distributing, and promoting (both personal--sales force management--and impersonal--mass communications, such as advertising or marketing through the internet), based on this understanding. In addition, marketing also covers the strategic domain of resource allocation among product/market combinations.

Broadly defined, here are some of the research interests of the Marketing area: branding, B2B marketing, consumer behaviour, customer relationship management, customer/behavioural decision-making, customer centricity, distribution channels, e-business, forecasting, innovation, international marketing, advertising, new product development, pharmaceutical marketing, pricing, promotion, retailing, sales force management, service management, strategic marketing and transaction cost analysis.

To cover such a broad area, the Marketing area in the INSEAD PhD draws from several disciplines, including psychology, sociology, economics, computer science, neuro-economics, and statistics, to name a few. In addition, marketing research intersects with a broad range of other business areas, such as strategy and organisational behaviour.

The breadth of the Marketing field manifests in the diverse backgrounds of its scholars. It draws individuals from various experiences ranging from engineering to the social sciences.

<https://inse.ad/phd-in-marketing> | <https://inse.ad/experience-insead-phd-in-marketing>

## WHAT ARE WE LOOKING FOR IN OUR PROSPECTS?

Since marketing is a broad area, drawing from several disciplines, profiles of successful candidates come from various fields of study and industries. Overall, we are looking for applicants with excellent academic backgrounds that, combined with our programme, will allow them to excel as researchers, create relevant experiments that improve their understanding of consumer behaviour, or handle interesting and complex marketing data sets.

## SCHOLARSHIP DETAILS

All admitted candidates receive a full-tuition fee waiver, an annual stipend allowance to cover the cost of living and accommodation for five years of full-time study\*, research and conference budget support, and health insurance coverage. This generous benefit is available to all admitted PhD students in the first five years\* of PhD studies, and we renew it annually based on satisfactory progress in the programme.

- **Start of intake:** mid-August 2025
- **Location of studies:** Fontainebleau, France and Singapore (choose one campus)
- **Study form:** Full-time
- **Duration:** Five years (two years of course work, followed by three years of dissertation)
- **Funding:** [Full funding](#) for the first five years of doctoral studies\*; grant applies to all admitted students

## EXPERIENCE THE INSEAD PHD

<https://inse.ad/why-insead-phd> | <https://inse.ad/phd> | <https://inse.ad/phd/events>



- **Campus exchange:** Compulsory between France and Singapore; an optional PhD exchange with Wharton through the INSEAD-Wharton Alliance and benefit from the partnership with Sorbonne Université in Paris, France ([dual-degree option](#))

\*Visit <https://inse.ad/phd/financing> for the complete and latest information.

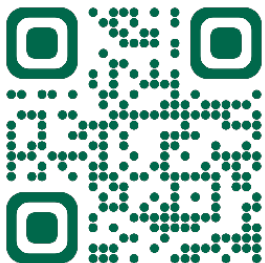
#### MINIMUM ADMISSIONS REQUIREMENTS:

- A bachelor's degree or equivalent, with or without a master's; a management background is non-compulsory
- A GMAT or GRE score (less than five years old; new formats accepted).
- A TOEFL score (less than two years old); *we automatically waive the TOEFL test if you have studied your degree exclusively in English.* Unfortunately, we do not accept the IELTS test instead of the TOEFL.
- E-copies of official academic transcripts and certificates; we require an official third-party English translation if these documents are not in English.
- Three letters of recommendation, preferably from faculty members.
- A statement of purpose (1,500 words essay).
- Open one-way recorded interview.
- A fee of €50 per application.
- A live interview once successfully shortlisted.

More details on <https://inse.ad/phd/admissions>

**DEADLINES:** preferred deadline – mid-December 2024, last day of submission – first week of January 2025

**FAQS:** <https://inse.ad/phd-admissions-FAQs> | **More Questions:** <https://inse.ad/contact-phd-2024>



Scan to download the contact details of our Recruitment and Admissions Senior Manager or click this link: <https://inse.ad/phd-ann-julaton-v-card>.

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