

# BUSINESS: MARKETING, PH.D.

## ADMISSIONS

Admission consideration requires a four-year undergraduate degree or the equivalent, in any discipline, from an accredited institution. Work experience is not required. Applicants should have an undergraduate minimum grade point average (GPA) of 3.0 or higher on a 4.0 scale. In addition to academic credentials, test scores, personal achievements, motivation, communication skills (written and oral) and recommendation letters are considered in the admission process at both the master's and doctoral levels.

*Please note:* The Graduate Management Admission Test (GMAT) or the Graduate Record Exam (GRE), taken within five years of the starting term, is required of all applicants to the School of Business Ph.D. and M.S. programs. Also, all domestic (including Puerto Rico) and international applicants whose native language is not English must submit scores from the Test of English as a Foreign Language (TOEFL). A recommended minimum TOEFL score of 106 (New iBT) and 27 Speaking, obtained within two years of the intended starting term, is needed for admission consideration. International applicants who have completed a four-year bachelor's degree in a country where the official language is English may request a waiver of the TOEFL requirement. A master's degree from an English-speaking institution does not qualify for a waiver of the TOEFL, unless you have completed a minimum of 4 years of education (undergrad and graduate) in a country where English is the native language. The school accepts IELTS and Pearson Test of English as substitutes for TOEFL.

To learn more about the application and admissions process, visit Ph.D. Admission Requirements (<https://wsb.wisc.edu/programs-degrees/doctoral-phd/admissions/admissions-requirements/>).

## HOW TO APPLY

Students interested in business degrees do not apply through the Graduate School application system and should instead refer to the School of Business Admissions page. (<https://admissions.wsb.wisc.edu/Phd/>)