Program: Marketing Ph.D. Program
Rating: Good

Marketing is a relatively small doctoral program (10 students, F08) in the Tippie College of Business; however, its size is comparable to most CIC peers. Selectivity is very high, but the graduate program struggles with diversity. The median TTD of 6.0 yrs is slightly long and the % completion of 56% is near average, but could be improved. Students are competitive for institutional and external awards and the program effectively uses Graduate College SIF funds to enhance the research opportunities of its students. Teaching assistantships are an important, but not sole source of financial support of doctoral students. Future challenges for the program include improving students' writing skills and providing more opportunities for students to present their work at academic conferences.