

## Marketing PhD/MPhil/MSc (Research)

As a PhD student, you will begin working on your research project right at the start of the first year. With the support of team supervision, you will also go through a research training analysis to identify any needs that you may have. For part-time students modules are flexible and can be studied in blocks, part-time or at weekends to fit your commitments.

Birmingham Business School is renowned for its research. With over 130 lecturing and research staff, many internationally recognised authorities in their fields, our research contributes to academic debates worldwide. We undertake projects funded by the Research Councils, major trusts, professional institutions, government departments and the EU.



(<http://www.birmingham.ac.uk/schools/business/news/2014/november/leading-social-scientists.aspx>)

**The Birmingham Doctoral Training Centre is one of only 21 across the UK to be accredited by the ESRC** (<http://www.birmingham.ac.uk/postgraduate/dr-fees/ESRC-research-council.aspx>). It has 22 ESRC scholarships to fund doctoral research starting in 2015.

**Study here and find out why the University of Birmingham was awarded The Times and The Sunday Times University of the Year 2013-14** (<http://www.birmingham.ac.uk/news/latest/2013/09/20-sep-Birmingham-announced-as-University-of-the-Year.aspx>)

### Course fact file

**Type of Course:** Doctoral research

**Study Options:** Full time

**Duration:** PhD: 3 years full-time equivalent; MPhil: 2 years full-time equivalent; MSc (Research) – 1 year full-time equivalent

**Start date:** September

### Contact

**Director of Research:** [Professor Isabelle Szmigin \(/staff/profiles/business/szmigin-isabelle.aspx\)](/staff/profiles/business/szmigin-isabelle.aspx)

**PhD Programme Co-ordinator:** [Dr Tao Zhang \(/staff/profiles/business/tao-zhang.aspx\)](/staff/profiles/business/tao-zhang.aspx)

Got a question? Use our [ask us anything \(http://bham.hobsons.co.uk/ask.aspx?cid=1223&did=24\)](http://bham.hobsons.co.uk/ask.aspx?cid=1223&did=24) facility to get the answer you need

You can contact us on +44 (0)121 414 6696

[Birmingham Business School \(/schools/business/index.aspx\)](/schools/business/index.aspx)

[Department of Marketing \(/schools/business/departments/marketing/index.aspx\)](/schools/business/departments/marketing/index.aspx)

### Details

Applicants are urged to study the up-to-date profiles of individual staff members' research via their personal web pages. Current priority areas include:

#### Social Marketing and Society

- Consumer and marketing ethics
- Consumer behaviour and issues related to consumption
- Ethical consumption
- Psychology of online communication
- Online privacy issues
- Transformative consumer research

Researchers linked to this priority area include [Professor Isabelle Szmigin \(/staff/profiles/business/szmigin-isabelle.aspx\)](/staff/profiles/business/szmigin-isabelle.aspx) and [David Houghton \(/staff/profiles/business/houghton-david.aspx\)](/staff/profiles/business/houghton-david.aspx)

#### Business Market Networks and Policy

- Business-to-business marketing
- Antitrust and historical public policy

- Inter-organisational relationships and conflict
- Networks and social capital in business-to-business contexts
- Buyer-supplier relationships

Researchers linked to this priority area include [Dr Sheena Leek \(/staff/profiles/business/leek-sheena.aspx\)](/staff/profiles/business/leek-sheena.aspx).

### Strategic Marketing and Innovation

- Innovation, creativity and new product development
- Environmental management and sustainability
- Nascent markets and high technology fields
- Innovation capabilities and diffusion
- Construct development and computational simulation techniques

Researchers linked to this priority area include [Dr Eric Shiu \(/staff/profiles/business/shiu-eric.aspx\)](/staff/profiles/business/shiu-eric.aspx)

Most PhD students will be expected to take the core research methods training courses of the [MA Social Research \(/postgraduate/courses/taught/socsci/social-research.aspx\)](/postgraduate/courses/taught/socsci/social-research.aspx). You will then be able to take more advanced training as appropriate on the basis of a training needs analysis conducted with your supervisor at the beginning of each year.

For part-time students modules are flexible and can be studied in blocks, part time or at weekends to fit your commitments.

### Support and training

Birmingham Business School provides dedicated facilities, resources and support to postgraduate students and early career researchers which includes The Midlands Graduate School and Doctoral Training Centres and Programmes. [Click to find out more \(/schools/business/courses/doc-res.aspx\)](/schools/business/courses/doc-res.aspx).

[Research at the Department of Marketing \(/schools/business/departments/marketing/research/index.aspx\)](/schools/business/departments/marketing/research/index.aspx)

### Fees and funding

[Standard fees \(/postgraduate/dr-fees/tuition.aspx\)](/postgraduate/dr-fees/tuition.aspx) apply

Learn more about fees and funding

### Scholarships and studentships

Scholarships may be available. [International students \(http://www.birmingham.ac.uk/international/scholarships\)](http://www.birmingham.ac.uk/international/scholarships) can often gain funding through overseas research scholarships, Commonwealth scholarships or their home government.

For further information contact the School directly or [www.studenthelp.bham.ac.uk \(http://www.studenthelp.bham.ac.uk/\)](http://www.studenthelp.bham.ac.uk).

### Entry requirements

Learn more about [entry requirements \(/postgraduate/requirements-dr/step1.aspx\)](/postgraduate/requirements-dr/step1.aspx).

### International students

We accept a range of qualifications from different countries – learn more about [international entry requirements \(/postgraduate/requirements-dr/step1.aspx\)](/postgraduate/requirements-dr/step1.aspx)

English requirement - IELTS 7 with no less than 6.5 in any band or equivalent.

### How to apply

When clicking on the Apply Now button you will be directed to an application specifically designed for the programme you wish to apply for where you will create an account with the University application system and submit your application and supporting documents online. Further information regarding how to apply online can be found on the [How to apply pages \(http://www.birmingham.ac.uk/students/courses/postgraduate/apply-pg/index.aspx\)](http://www.birmingham.ac.uk/students/courses/postgraduate/apply-pg/index.aspx)

[Apply now \(https://pga.bham.ac.uk/lpages/COS116.htm\)](https://pga.bham.ac.uk/lpages/COS116.htm)

### Related links

[Marketing research seminars \(/schools/business/departments/marketing/research/research-seminars.aspx\)](/schools/business/departments/marketing/research/research-seminars.aspx)

[Research \(/schools/business/departments/marketing/research/index.aspx\)](/schools/business/departments/marketing/research/index.aspx)

[Current PhD Researchers \(/schools/business/research/doctoral-research/phd-profiles/index.aspx\)](/schools/business/research/doctoral-research/phd-profiles/index.aspx)

### Research interests of staff

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### Related links

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## Employability

### If I gain a postgraduate research degree from the Birmingham Business School, what are my career prospects?

The University of Birmingham has recently been ranked 9th in the UK and 55th in the world for post-qualification employability in a global survey of universities commissioned by the International Herald Tribune. This means excellent career prospects for our PhD graduates.

Birmingham's Marketing graduates are sought after by a wide range of financial, commercial and public sector employers. They can typically offer a wide range of skills including analytical, research, numeracy, communication, team working, as well as political and commercial awareness.

### What type of career assistance is available to doctoral researchers in Birmingham Business School?

The University of Birmingham has invested heavily in careers and employability support. The Careers Team have been praised for enhanced developments within their team and for adopting a model of integrated employability and internship support; something that has been rolled out and implemented across all Schools and Colleges at the University.

Doctoral researchers at Birmingham Business School will benefit from this additional investment; the school now has its own well qualified dedicated Careers Team to support students with employment opportunities, work placements, internships and how to succeed at interview. In addition, a range of career management, personal development and employer events are run each year by the Careers in Business Team to help you make the most of the opportunities available.

The University also has dedicated careers advisors for International students who run workshops and networking opportunities with potential employers. These are especially popular with International postgraduate researchers.

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