



Every week, education expert **Sanjeev Verma** will answer your queries on studying abroad. Post your questions at 'Education Q&A' on www.khaleejtimes.com.

PhD in marketing

Q: I have completed my postgraduation in marketing and finance. I have four years experience in the field of sales and marketing. I now want to pursue a PhD in marketing. What are the requirements for this? — *Nitin Kumar*

A: A PhD is considered a terminal degree in the field of study and people who tend to pursue this are generally looking for careers in academia or research. You need to decide on the destination of study. The choice of location, be it the US, Europe or Asia, will determine the process of application. Requirements for every B-school differs and you will have to follow up on the financial requirements and programme availability.

While looking up on universities that offer a doctoral programmes in Marketing, quality of research produced, reputation of the B-school and ranking tables should be taken into consideration.

Most marketing PhDs begin in Fall and applications open around September with deadlines at the end of the year. Between February and April, the school should get back to you with a response but you can always monitor the progress on their website.

A higher education consultant can also help you weigh all your options.

(Sanjeev Verma began with Ernst & Young and progressed to set up the Gulf Operations of IDP Education Pty. He now leads Intelligent Partners, developing a wide range of solutions in areas of international education.)