

PhD Scholarship Opportunity (within Marketing)

The Department of Management and Marketing, Cork University Business School, University College Cork invites motivated and talented graduates with outstanding academic records to apply to our PhD Scholarship scheme within Marketing. We are looking to recruit the highest calibre PhD students from across the globe. Our scholarship offers up to four years funding, covering doctoral programme tuition fees and an annual stipend of €16,000 per year (subject to satisfactory progress in studies). Teaching experience will also be provided and is part of the scholarship.

The Department of Management and Marketing is committed to providing a dynamic and supportive learning and research environment, which recognises the diverse backgrounds and interests of both students and staff. In line with this, the successful applicant will be provided with a supportive supervisory team and be provided with learning and networking opportunities to attain the highest standards of academic excellence. This scholarship seek to build on our already strong cohort of PhD scholars.

We are looking for graduates who have a strong desire to earn a PhD that will attain the highest standards of academic excellence and positively influence their discipline.

We welcome applications with research project proposals in the following areas of study:

Consumer Research

Research projects within this field will focus on enhancing our understanding of consumer behaviour within a given socio-cultural context, thereby unravelling the complexities of the market-mediated society that shapes the lives of consumers. Domains of study could include consumer culture theory, critical marketing, digital marketing, health and food behaviour and sustainability and ethical practices.

Potential supervisors: [Dr. David Alton](#), [Dr Carol Kelleher](#), [Professor Mary McCarthy](#), [Dr Claire O'Neill](#), [Dr Stephen O'Sullivan](#)

Service Marketing, Business Networks and Relationships

Research projects within the field of Business Networks and Relationships will focus on core business network and relationship themes, such as co-competition, network positioning and relational ambivalence. Research projects in service marketing and management focus on understanding service consumption and provision, including collaborative, family and technology consumption.

Potential supervisors: [Dr Carol Kelleher](#), [Dr. Helen McGrath](#)

Marketing and Society

Research projects within this field will focus on understanding the implications of marketing practices on society. Research projects that examine and explore potential programmes/marketing strategies that will engage the public in order to impact individual, community and societal wellbeing in the context of health and social care, sustainability, tourism/heritage, and new media are welcomed.

Potential supervisors:

[Dr. David Alton](#), [Dr. Joan Buckley](#), [Professor Mary McCarthy](#), [Dr Carol Kelleher](#), [Dr Claire O'Neill](#), [Dr Stephen O'Sullivan](#)

Applicants are advised to engage with a [potential supervisor from the Department](#) in the development of their research proposal.

The successful applicant will receive tailored guidance on their research, be part of a burgeoning research focused Department, gain access to key international networks, in addition to gaining experience in third-level teaching. The supervisory team will be drawn from scholars with a strong track record in publishing in the leading international journals and texts in their field of expertise, gaining competitive research funding, and hold various editorial positions. The successful applicant can be confident that s/he will be on the right path to a successful academic career through completing their PhD in UCC.

If you have any queries on the scholarship or PhD programme then please contact Dr. Ronan Carbery at Ronan.Carbery@ucc.ie, Director of Postgraduate Teaching and Learning.

Applicant criteria

To be eligible for the scholarship, applicants must have obtained a standard of at least Second Class Honours, Grade I in a relevant Undergraduate degree.

If English is not your first language you will need to satisfy the English language requirement:

IELTS: 6.5- with no individual section lower than 5.5

TOEFL: 90 - with minimum scores as follows: Listening- 17; Reading - 18;
Speaking - 20; Writing – 17

How to apply

The closing date for PhD scholarship applications is 12 noon on Monday 8th April 2019. Presentations and interviews will take place in May 2019.

To apply you must email through a completed application form (attached to email). In the case of applicants where English is not your first language, you must also provide evidence that you meet the entry criteria set out above.

Please note that candidates who do not submit a fully completed application form (and evidence of satisfying the English language requirements where required) by the specific deadline will not be considered. Please note that we reserve the right to check any submitted proposal for originality.

Your application should be emailed to Derek O'Meara: derek.omeara@ucc.ie. Every application will be acknowledged.

The successful scholarship awardees will then have to submit a formal application through the University applicant system with an anticipated start date in either July or October 2019.

CORK UNIVERSITY BUSINESS SCHOOL

University College Cork, Ireland

T +353 (0)21 490 3253 | +353 (0)21 490 2136

E business-school@ucc.ie

cubsucc.com