



კავკასიის უნივერსიტეტის სკოლა
Caucasus School of Business

PHD IN MARKETING

Program Duration

- 3 years of total program duration
- 1 year of teaching component
- 2 years of research component
- 4 years of maximum period allowed

Admission Procedures of PhD Program

- English language exam of B2 level
- Math test
- Interview with admission committee

Documents to be submitted

- Application Form (download here)
- Diploma certifying at least Master's degree or equivalent academic degree.
- Notarized copy of diploma supplement/mark sheet
- Proof of English language proficiency on B2 level or Bachelor or Master Degree Diploma of a program taught in English Language; In case an applicant does not possess above mentioned documents, she/he will have to pass Caucasus School of Business admission exam in English Language at B2 level; (In other cases, the candidate is required to pass the B2 level entrance exam in English for the business school;)
- A research thesis in English that matches
- Relevant publications, research involvement, and 2+ years of experience
- the candidate's research interests
- Previous publications in the relevant field and participation in scientific research projects and events and at least 2 years of work experience in the relevant field
- Two letters of recommendation (prepared in English)
- Resume (CV) in Georgian and English.
- Passing score in Math admission exam of Caucasus School of Business
- Successful interview with Admission Committee of Caucasus School of Business
- Online registration

Important dates

- Application Deadline: 5 September 2025
- English language test: 13 September 2025
- Math Exam: 13 September 2025
- Interviews: 16 September 2025

Important dates for foreigners

- the deadline for submitting documents for the doctoral program is – May 31, 2025
- Documents can be submitted electronically via email: mjinchveleishvili@cu.edu.ge Or hard copies at the following address: Caucasus University, Paata Saakadze 1
- English language test: Jun 6 2025
- Math Exam: Jun 6 2025
- Applicant's interviews with CSB Admissions Commission: Jun 13 2025



კავკასიის უნივერსიტეტი
CAUCASUS UNIVERSITY

Caucasus University has extensive experience in PhD programs, delivering a Business Administration PhD in partnership with international institutions for over a decade. To meet modern standards and market demand, a PhD program in Marketing was established. The program aims to prepare highly qualified researchers with deep theoretical knowledge and methodological skills in marketing. It focuses on consumer behavior, digital strategy, and branding, ensuring that graduates can conduct independent research, develop innovative solutions, and contribute to academic and professional fields. The program also emphasizes ethical research practices, teaching excellence, and international integration. Graduates will receive a PhD in Marketing.

Specialization

Marketing

Program ECTS

60 ECTS

Program Accreditation

Program is accredited by Ministry of Education and Science of Georgia

Program Content

Mandatory Seminars and Methodological Courses:

- Research Methods
- Seminar in Consumer Behavior
- Qualitative Research Methods
- Teaching methods
- Research Design
- Multivariate Data Analysis
- Teaching Assistantship: Syllabus and Content Development

Optional Seminars:

- Digital Marketing
- Branding Strategy

Optional Seminars:

- Teaching-Assistantship
- Research Assistantship

Research Component:

- Dissertation

Tuition fee

- The cost of a three-year doctoral program is 13,500 GEL. (Information on tuition fees for foreign nationals can be found [here](#))
- Students pay the amount on a semester basis. 2250 GEL per semester.
- At the end of the first year, honors doctoral students will be able to obtain a grant from Caucasus School of Business, the amount of which is GEL 4,500, so this grant will fully fund the third year tuition fees.

For non-Georgian Citizens

- 5 000 USD Per Year for non-Georgian Citizens (Total program Fee-15 000 USD).

Benefits

- Intensive, stimulating academic program
- International networks and contacts
- Can be completed in parallel with full-time employment
- World scale research orientation

Membership of International Organizations

CEEMAN, AACSB, NIBES, AmCham, GUIDE, UNAI

Register for Information

More Information About the Program

Contact info

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