



**PREPARING GRADUATE STUDENTS
TO BECOME PRODUCTIVE
RESEARCHERS AND TEACHERS AT
LEADING UNIVERSITIES.**

**The Eli Broad
Graduate School
of Management**

**PhD Program in
Marketing**

Why Broad?

Broad offers a world-class faculty
PUBLISHING in the field's
leading journals.

Broad offers a long history of
**STUDENT-FACULTY
RESEARCH
COLLABORATIONS.**

Broad offers a strong record of
ACADEMIC PLACEMENTS at
research institutions.

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Academic Rigor

The doctoral degree in Marketing requires a minimum of 39 semester credit hours of course work and 24 credits of dissertation research.

Coursework consists of 15 hours in the major field of concentration Marketing, 12 credit hours in the research methods sequence, a minimum of 6 credit hours in international business and 6 credit hours of electives as approved by the student's Program Guidance Committee. These credit hours may vary based on the requirements of the selected minor and the extent of previous work in economics. Students should seek to broaden their methodological training as much as possible.



Potential Minors Include:

Econometrics	Advertising
Economics	Packaging
Finance	Psychometrics
Information Systems	Telecommunications
Operations Management	Organizational Behavior
Sourcing Management	Supply Chain Management
Statistics	

For details see the Marketing Ph.D. Handbook at:
<http://broad.msu.edu/marketing/phd>

MAJOR FIELD

MKT 902 Pro-seminar in Marketing

MKT 911 Seminar in Marketing Strategy

MKT 912 Seminar in Buyer Behavior

MKT 913 Seminar in Relationship Marketing

MKT 908 Marketing Models

RESEARCH SEQUENCE

MKT 907 Causal Modeling in Marketing

MGT 906 Seminar in Organizational Research Methods

2 method elective courses

INTERNATIONAL SEQUENCE

MKT 940 International Business Theory

MKT 941 International Business Research Methods

MINOR SEQUENCE

2 minor elective courses

Marketing Program Faculty



DR. ROGER J. CALANTONE

Professor

Research Interests:

Product design and development processes, decision support, pricing & price perception, and economic impact.

Research has appeared in journals such as:

Journal of Marketing Research
Journal of Marketing
Marketing Science

DR. FORREST CARTER

Associate Professor

Research Interests:

The role of marketing in economic development, especially concerning urban and minority communities, modeling and empirically testing marketing variables' impact on economic growth and quality of life.

Research has appeared in journals such as:

Journal of Macromarketing

DR. BERNA DEVEZER

Assistant Professor

Research Interests:

Goal directed consumer behavior, self regulation and failure, service failures and retaliation.

DR. CORNELIA DROGE

Professor

Research Interests:

Organizational strategy and structure as related to marketing effectiveness, marketing and supply chain integration, and new product marketing.

Research has appeared in journals such as:

Journal of Marketing Research
Journal of the Academy of Marketing
Science
Management Science

DR. DAVID A. GRIFFITH

Professor

Research Interests:

International marketing/business strategy, governance, relationship marketing and scientometrics.

Research has appeared in journals such as:

Journal of Marketing Research
Journal of Marketing
Journal of International Business Studies

DR. GILBERT HARREL

Professor

Research Interests:

Strategic marketing management, business-to-business marketing, and sales strategies.

Research has appeared in journals such as:

Journal of Marketing Research
Journal of Marketing
Journal of Consumer Research

DR. DOUGLAS HUGHES

Assistant Professor

Research Interests:

Managerial topics in marketing, particularly behavioral aspects of marketing strategy with an emphasis on issues related to sales force management, brand identification, internal marketing, customer service, and the marketing-sales interface.

Research has appeared in journals such as:

Journal of Marketing Research

Journal of Marketing

International Journal of Research in Marketing

DR. G. TOMAS M. HULT

Professor

Research Interests:

International business, marketing strategy, strategic management, supply chain management.

Research has appeared in journals such as:

Journal of Marketing

Academy of Management Journal

Strategic Management Journal

DR. AHMET KIRCA

Assistant Professor

Research Interests:

International business strategy, global marketing strategy, and international marketing of services.

Research has appeared in journals such as:

Journal of Marketing

Academy of Management Journal

Journal of Management

DR. TUNGA KIYAK

Adjunct Professor

Research Interests:

International business, international marketing, managerial marketing, business statistics, and entrepreneurship.

Research has appeared in journals such as:

Journal of International Business Studies

Journal of International Marketing

Industrial Marketing Management

DR. KAREN MISHRA

Adjunct Professor

Research Interests:

Integrated marketing communication, relationship marketing, trust, internal communication, crisis communication, digital marketing, corporate social responsibility, public relations, non-profit marketing.

Research has appeared in journals such as:

Sloan Management Review

Journal of Relationship Marketing

Journal of Historical Research in Marketing

DR. THOMAS MURTHA

Professor

Research Interests:

International management, global strategy, technology and innovation, new industry creation and global entrepreneurship.

Research has appeared in journals such as:

Journal of International Business Studies

Strategic Management Journal

Academy of Management Review

DR. GLENN OMURA

Associate Professor

Research Interests:

Market creation, entrepreneurial marketing, and competitive strategy.

Research has appeared in journals such as:

Journal of International Business Studies

Journal of Retailing

Journal of Macromarketing

DR. THOMAS PAGE

Associate Professor

Research Interests:

Attitude-behavior relationships, information processing with an interest in emotional response to advertising, structural equation modeling in marketing, negotiations and customer satisfaction.

Research has appeared in journals such as:

Journal of Marketing Research

Journal of Marketing

Journal of the Academy of Marketing Science

DR. DONGLEI QIU

Assistant Professor

Research Interests:

Empirical IO, experimental IO, quantitative models of marketing strategies.

DR. GAIA RUBERA

Assistant Professor

Research Interests:

Innovation, new product development, marketing strategy, design innovation, service science.

Research has appeared in journals such as:

Marketing Letters

Journal of Product Innovation Management

Journal of Service Research

DR. SHRIHARI SRIDHAR

Assistant Professor

Research Interests:

Measuring the effectiveness of market mix investments, marketing dynamics, decision support models for marketing mix optimization.

Research has appeared in journals such as:

Journal of Marketing Research

Journal of Marketing

Marketing Letters

DR. RICHARD SPRENG

Associate Professor

Research Interests:

Customer satisfaction, service quality, and cross-cultural consumer behavior models.

Research has appeared in journals such as:

Journal of Consumer Research

Journal of Marketing

Journal of Retailing

DR. CLAY VOORHEES

Assistant Professor

Research Interests:

Explaining and managing the dynamics of social exchange and social influence, strategic marketing management, and the assessment of research methods in marketing.

Research has appeared in journals such as:

Journal of the Academy of Marketing

Science

Journal of Retailing

Strategic Management Journal

DR. DALE WILSON

Professor

Research Interests:

Marketing research and modeling, integrated marketing communications, brand management, marketing strategy.

Research has appeared in journals such as:

Journal of Marketing

Marketing Science

Journal of Advertising



Former Graduates

DR. MASAOKI “MIKE” KOTABE ‘87

Washburn Chair Professor of International Business and Marketing at Temple University

Research has appeared in journals such as:
Journal of Marketing
Strategic Management Journal
Journal of International Business Studies

DR. SHAOMING ZOU ‘94

Robert J. Trulaske, Sr. Professor and Professor of Marketing at the University of Missouri

Research has appeared in journals such as:
Journal of Marketing
Journal of the Academy of Marketing Science
Journal of International Business Studies

DR. MITZI MONTOYA ‘95

Executive Dean, University College of Technology and Innovation at Arizona State University

Research has appeared in journals such as:
Journal of Marketing Research
Marketing Science
Management Science

DR. JEANNETTE MENA ‘10

Assistant Professor of Marketing at the University of Mississippi

Research has appeared in journals such as:
Journal of International Business Studies
Journal of the Academy of Marketing Science
Academy of Management Journal

Admissions and Funding

The Eli Broad Graduate School of Management recommends applying before January 10, 2011 for full consideration. The Marketing PhD program requires a GMAT score in addition to a completed application and fee. International students are required to take the TOEFL (Test of English as a Foreign Language).



All applicants to the Eli Broad Graduate School of Management Marketing PhD program will be considered for funding through research/ teaching assistantships or fellowships. These scholarships are highly competitive and are based primarily on dissertation support or academic performance. Students receiving aid will also be awarded in-state tuition and student health benefits.

For more program information please see:
<http://broad.msu.edu/marketing/phd>

For program inquiries please contact:

Dr. David A. Griffith
Director, Marketing Doctoral Program
Department of Marketing
The Eli Broad Graduate School of Management
N370 North Business Complex
Michigan State University
East Lansing, MI 48824
Phone: 517-432-6429
e-mail: griffith@bus.msu.edu

Life in East Lansing



Students can enjoy living in a fun and family-friendly atmosphere with a variety of attractions. East Lansing boasts highly rated public schools and a number of community and recreational events. With a population of over 50,000 people, you can receive the benefits of a city without feeling overwhelmed. In addition, East Lansing is centrally located less than two hours from Michigan's shorelines to the west and east.



MSU's Campus is home to 5,000 acres and its natural scenery will provide you seasonal enjoyment throughout the year. As a student, you will have access to workout facilities, the MSU Museum, the Wharton Center for the Performing Arts and many more attractions. In addition, the Broad school is centrally located and within walking distance of Spartan Stadium, the Beaumont Tower, MSU's Botanical Gardens and Downtown East Lansing. The opportunities for entertainment are endless.

