PREPARING GRADUATE STUDENTS TO BECOME PRODUCTIVE SCHOLARS AT LEADING UNIVERSITIES.

The Eli Broad Graduate School of Management

PhD Program in Marketing

(Revised 9/2018)
Our Ph.D. program offers a world-class faculty publishing in the field’s leading journals.

Our Ph.D. program offers a long history of student-faculty research collaborations.

Our Ph.D. program offers a strong record of academic placements at research universities.

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- Academic Rigor
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The doctoral degree in Marketing requires:

- A minimum of 39 semester credit hours of coursework
  - 15 in major field of concentration (Marketing)
  - 12 in research methods
  - 12 in electives in supporting areas
- At least 24 credits of dissertation research
- Summer research paper
- Second year comprehensive paper
- Dissertation

Potential Supporting Areas Include:

- International Business
- Psychometrics
- Strategy
- Statistics
- Econometrics
- Supply Chain Management
- Economics
- Psychology
- Finance
- Organizational Behavior

For details see the Marketing PhD Handbook at:
<table>
<thead>
<tr>
<th>ROGER J. CALANTONE</th>
<th>FARNOOSH KHODAKARAMI</th>
<th>AYALLA RUVIO</th>
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</thead>
<tbody>
<tr>
<td>Professor, University Distinguished Professor, and Eli Broad University Chair</td>
<td>Assistant Professor</td>
<td>Assistant Professor</td>
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<tr>
<td>Product design and development processes, innovation, decision support, pricing &amp; price perception, and economic impact.</td>
<td>Customer relationship management, customer loyalty, social media, and non-profit marketing.</td>
<td>Identity and consumption, material vs. experiential consumption, cross-cultural consumer behavior, and innovativeness.</td>
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<td>FORREST CARTER</td>
<td>JUSTIN LAWRENCE</td>
<td>WYATT A. SCHROCK</td>
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<td>Associate Professor</td>
<td>Assistant Professor</td>
<td>Associate Professor</td>
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<td>The role of marketing in economic development for urban and minority communities, impact of marketing on economic growth and quality of life.</td>
<td>Online and multi-channel strategy, sales force effectiveness and empirical modeling</td>
<td>Salesperson motivation, persuasion and sales manager leadership, and international sales</td>
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<td>GILBERT HARRELL</td>
<td>AHMET H. KIRCA</td>
<td>RICHARD SPRENG</td>
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<tr>
<td>Professor</td>
<td>Associate Professor</td>
<td>Associate Professor</td>
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<td>Strategic marketing management, business-to-business marketing, and sales strategies.</td>
<td>International business, global marketing, marketing strategy, strategic orientations and return on marketing investments.</td>
<td>Customer satisfaction, service quality, and cross-cultural consumer behavior models.</td>
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<tr>
<td>DOUGLAS HUGHES</td>
<td>HANG NGUYEN</td>
<td>BREND A. STERNQUIST</td>
</tr>
<tr>
<td>Professor &amp; United Shore Endowed Faculty</td>
<td>Assistant Professor</td>
<td>Professor</td>
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<tr>
<td>Managerial and behavioral aspects of marketing strategy with a focus on sales force management and salesperson motivation, marketing-sales and sales-service interfaces, and customer-brand and salesperson-brand relationships.</td>
<td>Brand strategies, social media, return on marketing investments and product innovation</td>
<td>International business, retail internationalization, comparative dimensions of retail systems and cross-cultural buyer-seller relationships</td>
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<tr>
<td>G. TOMAS M. HULT</td>
<td>THOMAS PAGE</td>
<td>DALE WILSON</td>
</tr>
<tr>
<td>Professor &amp; Byington Endowed Chair</td>
<td>Associate Professor</td>
<td>Professor</td>
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<tr>
<td>Research Interests: International business, marketing strategy, strategic management, supply chain management.</td>
<td>Attitude-behavior relationships, emotional responses to advertising, structural equation modeling in marketing, negotiations and customer satisfaction.</td>
<td>Marketing research and modeling, integrated marketing communications, brand management, marketing strategy.</td>
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<td>ANITA PANSARI</td>
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Recent Publications with Ph.D. Students


Recent PhD Placements

Yufei Zhang – University of Alabama (2018)
Feng Wang – Bentley University (2018)
Blake Runnalls – University of Nebraska (2017)
Pinar Kekec-Runnalls – University of Nebraska (2017)

Wyatt Schrok – University of West Virginia (2016)
Yanhui Zhao – University of Nebraska (2016)
Hannah Lee – Miami University (Ohio) (2014)
Steven Dahlquist – Central Michigan University (2012)
Tereza Dean – University of Kentucky (2012)

Jeannette Mena – University of Mississippi (2010)
Billur Akdeniz – University of New Hampshire (2009)
Admissions and Funding

The Eli Broad Graduate School of Management recommends applying before January 10th for full consideration. The Marketing PhD program requires a strong 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. Ahmet H. Kirca  
Director, Doctoral Program in Marketing  
Department of Marketing  
The Eli Broad Graduate School of Management  
632 Bogue Street Rm N370  
North Business College Complex  
Michigan State University  
East Lansing, MI 48824  
Phone: (517) 432-6392  
Email: kirca@broad.msu.edu
Life in East Lansing

Students can enjoy living in a fun and family-friendly atmosphere with a variety of attractions here in East Lansing. The city boasts highly rated public schools as well as a number of community and recreation events. While East Lansing is part of a metropolitan area of over 500,000 people, its population of over 50,000 people provides a quite college town atmosphere and the benefits of a city without feeling overwhelmed. In addition, East Lansing is located less than two hours from Michigan’s shorelines to the east and west, about two hours from the Metro Detroit area, and less than two hours of drive from Detroit International Airport.

MSU’s Campus is home to 5,000 acres with natural scenery providing seasonal enjoyment throughout the year. As a student, you will have access to:

- Workout Facilities
- The MSU Museum
- The Wharton Center for Performing Arts
- And many more attractions!

In addition, the Broad school is centrally located within walking distance to:

- Spartan Stadium
- The Beaumont Tower
- The MSU Botanical Gardens
- The MSU Dairy Store
- Downtown East Lansing

With such a great location, the opportunities for entertainment are endless!