



**PREPARING GRADUATE STUDENTS
TO BECOME PRODUCTIVE
SCHOLARS AT LEADING
UNIVERSITIES.**

**The Eli Broad
Graduate School
of Management**

**PhD Program in
Marketing**

(Revised September 2019)

Why Ph.D. in Marketing at MSU?

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 diverse portfolio of **EXPERTISE AREAS**, including Marketing Strategy, International Marketing and, Customer Experience and Relationship Marketing.

Student life at MSU in East Lansing offers **AFFORDABLE LIVING** in a fun and family-friendly atmosphere with a variety of attractions.

Our Ph.D. program offers a strong record of **ACADEMIC PLACEMENTS** at research universities.

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Academic Rigor

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:

<https://marketing.broad.msu.edu/files/2018/09/Marketing-PhD-Handbook-2018.pdf>

MARKETING COURSES

Pro-Seminar in Marketing

Seminar in Marketing Theory

Seminar in Marketing Strategy

Seminar in Social Science Issues in Marketing

Seminar in Marketing Management

RESEARCH METHODS COURSES

Statistical Models in Marketing

Seminar in Organizational Research Methods

Econometrics

Advanced Econometrics

COURSES IN SUPPORTING AREAS

International Business Theory

Management Strategy

Network Analysis

Experimental Design

Marketing Program Faculty and Research Interests

ROGER J. CALANTONE

Professor, University Distinguished Professor, and Eli Broad University Chair

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

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FORREST CARTER

Associate Professor

The role of marketing in economic development for urban and minority communities, impact of marketing on economic growth and quality of life.

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SUNG HAM

Assistant Professor

Managerial and behavioral aspects of marketing strategy with a focus on sales force management and empirical/analytical modeling.

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GILBERT HARRELL

Professor

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

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G. TOMAS M. HULT

Professor & Byington Endowed Chair

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

FARNOOSH KHODAKARAMI

Assistant Professor

Customer relationship management, customer loyalty, social media, and non-profit marketing.

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AHMET H. KIRCA

Associate Professor

International business, global marketing, marketing strategy, strategic orientations and return on marketing investments.

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HANG NGUYEN

Associate Professor

Brand strategies, social media, return on marketing investments and product innovation

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THOMAS PAGE

Associate Professor

Attitude-behavior relationships, emotional responses to advertising, negotiations and customer satisfaction.

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ANITA PANSARI

Assistant Professor

Customer and employee engagement, customer lifetime value and data mining

—

HANYONG PARK

Assistant Professor

Consumer behavior with a focus on behavioral pricing, numerical information processing and scarcity.

AYALLA RUVIO

Associate Professor

Identity and consumption, material vs. experiential consumption, cross-cultural consumer behavior, and innovativeness.

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WYATT A. SCHROCK

Assistant Professor

Salesperson motivation, persuasion and sales manager leadership, and international sales

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RICHARD SPRENG

Associate Professor

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

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BRENDA STERNQUIST

Professor

International business, retail internationalization, comparative dimensions of retail systems and cross-cultural buyer-seller relationships

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DALE WILSON

Professor

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

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Recent Publications with Ph.D. Students*

Hult, G. Tomas M., Pratyush N. Sharma, Forrest V. Morgeson III, and **Yufei Zhang** (2019), “Antecedents and Consequences of Customer Satisfaction: Do They Differ Across Online and Offline Purchases?” *Journal of Retailing*, 95 (1), 10-23.

Hughes, Douglas E., Keith A. Richards, **Roger Calantone**, **Brian Baldus** and **Richard A. Spreng** (2019), “Driving In-Role and Extra-Role Brand Performance among Retail Frontline Salespeople: Antecedents and the Moderating Role of Customer Orientation,” *Journal of Retailing*, Vol. 95, Issue 2, 130 – 143.

Nguyen, Hang and **Malika Chaudhuri** (2019), “Making New Products Go Viral and Succeed,” *International Journal of Research in Marketing*, Vol. 36(1), 39-62.

Chabowski, Brian R., **Pinar Kecec**, Neil A. Morgan, **G. Tomas M. Hult**, **Travis Walkowiak**, and **Blake Runnalls** (2018), “An Assessment of the Exporting Literature: Using Theory and Data to Identify Future Research Directions,” *Journal of International Marketing*, 26 (1), 118-143. [Best article of the year award]

Nguyen, Hang, **Yufei Zhang**, and **Roger Calantone** (2018), “Brand Portfolio Coherence: Scale Development and Empirical Examination,” *International Journal of Research in Marketing*, Vol. 35(1), pp. 60-80.

Schrock, Wyatt A., **Yanhui Zhou**, Keith Richards, and **Douglas E. Hughes** (2018), “On the Nature of International Sales and Sales Management Research: A Social Network Analytic Perspective,” *Journal of Personal Selling & Sales Management*, 38 (1), 56-77.

Talay, Berk M., **Billur M. Akdeniz**, and **Ahmet H. Kirca** (2017), “When Do the Stock Market Returns to New Product Preannouncements Predict Product Performance? Empirical Evidence from the U.S. Automotive Industry,” *Journal of the Academy of Marketing Science*, 45 (4): 513-533.

Tereza Dean, **David A. Griffith**, and **Roger J. Calantone** (2016), “New Product Creativity: Understanding Contract Specificity in New Product Introductions,” *Journal of Marketing*, 80(2), 39-58.

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)

Michael Stanko – North Carolina State University (2008)

Berk Talay – HEC Montreal (2008)

Admissions and Funding

The Eli Broad Graduate School of Management recommends applying before December 15th 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:

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Life in East Lansing

Students can enjoy living in an affordable, 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.



For more information

<https://www.cityofeastlansing.com>



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!