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

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For details see the Marketing PhD Handbook at:
MOCKUP: 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.

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.

SUNG HAM
Assistant Professor

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

GILBERT HARRELL
Professor

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

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.

AHMET H. KIRCA
Associate Professor

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

HANG NGUYEN
Associate Professor

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

THOMAS PAGE
Associate Professor

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

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.

WYATT A. SCHROCK
Assistant Professor

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

RICHARD SPRENG
Associate Professor

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

BRENDA STERNQUIST
Professor

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

DALE WILSON
Professor

Marketing research and modeling, integrated marketing communications, brand management, marketing strategy.
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 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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Email: kirca@broad.msu.edu
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.

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!

For more information
https://www.cityofeastlansing.com