PREPARING GRADUATE STUDENTS TO BECOME PRODUCTIVE SCHOLARS AT LEADING UNIVERSITIES.

The Eli Broad Graduate School of Management
PhD Program in Marketing
(Revised September 2021)
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
- Psychology
- Strategy
- Organizational Behavior
- Econometrics
- Supply Chain Management
- Economics
- Finance

For details about the marketing doctoral program at MSU:

https://broad.msu.edu/phd/marketing
SUMAN BASUROY  
Professor and Chairperson  
Marketing of Cultural Products (e.g., Movies, Fashion, Video Games), Product Innovation and New Product Development, Crowdsourcing Retailing, Empirical Models Game Theory

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  
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.

FORREST MORGESON  
Assistant Professor  
Customer satisfaction and customer experience measurement and management, marketing research.

HANG NGUYEN  
Associate Professor  
Brand strategies, social media, return on marketing investments and product innovation.

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.

JORGE PENA MARIN  
Assistant Professor  
Consumer and managerial decision-making, estimates and decision-making, numerical information and artificial intelligence.

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 R. WILSON  
Professor  
Marketing research and modeling, integrated marketing communications, brand management, marketing strategy.
Recent Publications of Marketing Program Faculty


Recent Publications with Current and Former Ph.D. Students


Recent PhD Placements

- Alex Labrecque – University of New Hampshire (2021)
- Shana Redd – University of Nebraska-Omaha (2021)
- Xiaoyun Zheng – Dongbei University (STHM-DUFE) (2021)
- Valerie Good – Grand Valley State University (2020)
- Feng Wang – Bentley University (2018)

- Blake Runnalls – University of Nebraska (2017)
- Pinar Kekec-Runnalls – University of Nebraska (2017)
- Wyatt Schrock – West Virginia University (2016)
- Yanhui Zhao – University of Nebraska (2016)
- Hannah Lee – Miami University (Ohio) (2014)

- 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:

Dr. Ahmet H. Kirca or 
Dr. Suman Basuoy, 
Co-Directors 
Doctoral Program in Marketing 
Department of Marketing 
The Eli Broad Graduate School of Management 
MSU 
Email: 
kirca@msu.edu 
basuroys@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 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, a little more than one hour from the Metro Detroit area and 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!