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, Consumer Behavior, 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

**MARKETING COURSES**
- Seminar in Marketing Theory
- Seminar in Marketing Strategy
- Seminar in Consumer Behavior
- Seminar in Decision-Making in Marketing

**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

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
### Marketing Program Faculty and Research Interests

<table>
<thead>
<tr>
<th><strong>SUMAN BASUROY</strong></th>
<th><strong>FARNOOSH KHODAKARAMI</strong></th>
<th><strong>JORGE PENA MARIN</strong></th>
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</thead>
<tbody>
<tr>
<td>Professor and Chairperson</td>
<td>Assistant Professor</td>
<td>Assistant Professor</td>
</tr>
<tr>
<td>Marketing of Cultural Products (e.g., Movies, Fashion, Video Games), Product Innovation and New Product Development, Crowdsourcing Retailing, Empirical Models Game Theory</td>
<td>Customer relationship management, customer loyalty, social media, and non-profit marketing.</td>
<td>Consumer and managerial decision-making, estimates and decision-making, numerical information and artificial intelligence.</td>
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<tr>
<td>FORREST CARTER</td>
<td>AHMET H. KIRCA</td>
<td>AYALLA RUVIO</td>
</tr>
<tr>
<td>Associate Professor</td>
<td>Associate Professor</td>
<td>Associate Professor</td>
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<tr>
<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>International business, global marketing, marketing strategy, strategic orientations and return on marketing investments.</td>
<td>Identity and consumption, material vs. experiential consumption, cross-cultural consumer behavior, and innovativeness.</td>
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<tr>
<td>SUNG HAM</td>
<td>FORREST MORGESON</td>
<td>WYATT A. SCHROCK</td>
</tr>
<tr>
<td>Assistant Professor</td>
<td>Assistant Professor</td>
<td>Assistant Professor</td>
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<tr>
<td>Managerial and behavioral aspects of marketing strategy with a focus on sales force management and empirical/analytical modeling.</td>
<td>Customer satisfaction and customer experience measurement and management, marketing research.</td>
<td>Salesperson motivation, persuasion and sales manager leadership, and international sales</td>
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<tr>
<td>GILBERT HARRELL</td>
<td>HANG NGUYEN</td>
<td>RICHARD SPRENG</td>
</tr>
<tr>
<td>Professor</td>
<td>Associate Professor</td>
<td>Associate Professor</td>
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<tr>
<td>Strategic marketing management, business-to-business marketing, and sales strategies.</td>
<td>Brand strategies, social media, return on marketing investments and product innovation</td>
<td>Customer satisfaction, service quality, and cross-cultural consumer behavior models.</td>
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<tr>
<td>G. TOMAS M. HULT</td>
<td>ANITA PANSARI</td>
<td>BRENDAA STERNQUIST</td>
</tr>
<tr>
<td>Professor</td>
<td>Assistant Professor</td>
<td>Professor</td>
</tr>
<tr>
<td>International business, marketing strategy, strategic management, supply chain management.</td>
<td>Customer and employee engagement, customer lifetime value and data mining</td>
<td>International business, retail internationalization, comparative dimensions of retail systems and cross-cultural buyer-seller relationships</td>
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<tr>
<td>HANYONG PARK</td>
<td>HANG NGUYEN</td>
<td>DALE R. WILSON</td>
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<tr>
<td>Assistant Professor</td>
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<td>Assistant Professor</td>
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<tr>
<td>Consumer behavior with a focus on behavioral pricing, numerical information processing and scarcity.</td>
<td></td>
<td>Marketing research and modeling, integrated marketing communications, brand management, marketing strategy.</td>
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<tr>
<td>DALE R. WILSON</td>
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<tr>
<td>Professor</td>
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<tr>
<td>Marketing research and modeling, integrated marketing communications, brand management, marketing strategy.</td>
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Recent Publications of Marketing Program Faculty


Recent Publications with Current and Former Ph.D. Students


Recent Ph.D. Program Placements

Alex Labrecque – University of New Hampshire (2021)
Shana Redd – University of Nebraska-Omaha (2021)
Xiaoyun Zheng – Dongbei University (STHM-DUFE) (2021)
Jonathan Beck – University of Kansas (2019)
Valerie Good – Grand Valley State University (2019)
Yufei Zhang – University of Alabama-Birmingham (2018)

Tereza Dean – University of Kentucky (2012)
Jessica Hoppner – George Mason University (2010)
Jeannette Mena – University of Mississippi (2010)
Billur Akdeniz – University of New Hampshire (2009)
Featured MSU Marketing Ph.D. Program Alumni

Matthew B. Myers, Ph.D.
Dean of Edwin L. Cox School of Business
Tolleson Chair in Business Leadership
David B. Miller Endowed Professor
Cox School of Business, Southern Methodist University

Daekwan Kim, Ph.D.
Professor of Marketing and International Business
College of Business, Florida State University
Senior Editor: *International Business Review*
Associate Editor: *Decision Sciences Journal*

Mitzi Montoya, Ph.D.
Dean and Professor, Anderson School of Management, University of New Mexico
Previously: Zelnak Professor of Marketing & Innovation, Poole College of Management, North Carolina State University
Dean and Professor, College of Technology & Innovation, Arizona State University
Vice President and University Dean of Entrepreneurship, Vice Provost of the Polytechnic Campus, Arizona State University
Sara Hart Kimball Dean, College of Business, Oregon State University

Shen Yeniyurt, Ph.D.
Dean's Research Professor
Marketing Department Chair
Rutgers Business School, Rutgers University
Previously: Professor (Tenured) of Marketing
Chancellor's Scholar
Rutgers Business School, Rutgers University
Editor in Chief: *Rutgers Business Review*

Shaoming Zou, Ph.D.
Robert J. Trulaske, Sr. Professor
Professor of Marketing and International Business
Trulaske College of Business, University of Missouri
Series Editor: *Advances in International Marketing*
Former Department Editor and Consulting Editor: *Journal of International Business Studies*
Excellence in Global Marketing Research Award (2003, 2012)
American Marketing Association Global Marketing SIG
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](http://broad.msu.edu/marketing/phd)

For program inquiries please contact:

Dr. Ahmet H. Kirca or Dr. Suman Basujoy, Co-Directors
Doctoral Program in Marketing
Department of Marketing
The Eli Broad Graduate School of Management
MSU
Email: [kirca@msu.edu](mailto:kirca@msu.edu) [basuroys@msu.edu](mailto: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!