

Marketing

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The Department of Marketing offers a concentration in Marketing for the Ph.D. program.

The Department of Marketing boasts an internationally diverse, experienced, widely published, and highly involved faculty. Our faculty includes recognized experts in consumer decision-making, digital marketing, social media, marketing management, international marketing, logistics and supply chain management, distribution channels and business ethics.

The study of marketing involves learning about how best to make a host of key decisions and implement them in an organization. Some of these decisions include:

- Selection of profitable product/service offerings
- Market segment selection and targeting strategies
- Product/service positioning
- Digital marketing and social media strategies
- Distribution, logistics, and supply chain management
- Pricing and the management of price perceptions
- Advertising, promotion, and customer relations

You can study topics like marketing management, market research, consumer behavior, export marketing, digital marketing, social media, marketing channels, retailing, international marketing, advertising, promotional strategy, personal selling, sales management, and strategic marketing.

Marketing Concentration in the Ph.D. Program

All students are required to complete a minimum of 15 courses in addition to the College Colloquium series. Students concentrating in Marketing must take all seven of the seminars offered by the Marketing Department; these seminars are listed below. In addition, students are

required to take a two-course sequence in research methods and between two to four courses in statistics (the number of required courses in statistics depends upon the student's level of statistical knowledge upon entering the program). Other coursework will be selected by the student with the advice and consent of the Department's Ph.D. Committee. To remain in the program, students are expected to maintain a GPA of 3.5 or better in the seven courses comprising the Marketing concentration. In addition, students are expected to maintain a GPA of 3.3 or better in all of their other coursework.

Required Marketing Seminars

MAR 7246	Seminar in International Marketing
MAR 7507	Seminar in Consumer Behavior
MAR 7623	Seminar in Marketing Environment
MAR 7399	Seminar in Advertising and Persuasion
MAR 7205	Seminar in Channels of Distribution
MAR 7665	Seminar in Marketing Models
MAR 7817	Seminar in Marketing Management

Research Projects

Students' research skills are further developed through summer projects during their first and second years in the program. These projects are supervised by faculty and are multi-faceted in their intended purpose.

Many student have never been involved with a research project from start to finish. The first year project is intended to familiarize students with the research process. The emphasis is on executing a manageable project during the allotted time rather than the novelty of the thinking behind the research. Much more emphasis is given to the creativity of the research for the second summer project. Ideally, this research would serve as a stepping stone for the student's dissertation, which will be the focus of the last two years of the program. Both summer projects require the submission of a written paper and presentation to the marketing faculty.