The PhD program is central to the activities of the marketing department. The scholarly reputation of the department has historically been among the highest in the discipline. The nationally-renowned marketing faculty represent a diverse set of research interests ranging from consumer behavior to marketing strategy. The program is structured flexibly with students developing an individualized program of study with a common orientation to marketing methods and issues, but also affording opportunities for specialized study in either a behavioral or quantitative track. Students develop conceptual, analytical, and research skills that are blended with knowledge of marketing phenomena through structured courses, doctoral seminars, and individual projects in marketing and related social sciences. For more information about this program visit: carlsonschool.umn.edu/phd-ba/marketing

Marketing

Marketing PhD Coordinator

Rohini Ahluwalia
Professor and Curtis L. Carlson Trust Professor of Marketing
PhD, The Ohio State University

Areas of Interest:
Persuasion, consumer information processing, advertising and branding, consumer processing of negative information, marketing of political candidates

Curriculum & Courses

Students complete all Marketing PhD seminars and at least 16 credits in supporting/minor field coursework, including 12 credits in methods courses (which can overlap with the supporting field coursework). Minimum number of required degree program credits is 40.

Marketing PhD seminars offered alternating years:

Mktg 8809: Consumer Behavior Research Methods
Mktg 8810: Consumer Behavior Special Topics
Mktg 8811: Consumer Attitudes and Persuasion I
Mktg 8812: Consumer Attitudes and Persuasion II
Mktg 8813/14: Consumer Judgment and Decision Making I & II
Mktg 8831: Seminar in Inter-Organizational Relations
Mktg 8842/8843: Quantitative Modeling I & II
Mktg 8851: Marketing Management and Strategy I
Mktg 8852: Marketing Management and Strategy II
Mktg 8890: Marketing Topics Seminar

Admissions Statistics (Fall 2014)

| Applications | 64 |
| Admissions Offers | 3 |
| Acceptances | 3 |
| Program size | 13 |
| Average age in program | 28 |
| Average GRE (before August 2011) | 1377 |
| Average GRE (after August 2011) | 325 |
| Average GMAT | 707 |
Marketing Faculty

Mark Bergen
Associate Dean, Professor and James D. Watkins Chair in Marketing
PhD, University of Minnesota
**Areas of Interest:** Pricing, channels of distribution and marketing strategy

Tony Cui
Associate Professor
PhD, University of Pennsylvania, The Wharton School
**Areas of Interest:** Competitive strategies, pricing, distribution channels, trade promotions, marketing-operations interfaces, behavioral and experimental economics

Vladas Griskevicius
Marketing Department Co-Chair and Associate Professor
PhD, Arizona State University
**Areas of Interest:** Evolution and consumer behavior, emotions, charity, and conspicuous consumption

Michael J. Houston
Associate Dean, Professor and Ecolab-Pierson M. Grieve Chair in International Marketing
PhD, University of Illinois, Urbana-Champaign
**Areas of Interest:** Branding issues, cultural differences in consumer behavior, global branding and marketing

Deborah R. John
Marketing Department Co-Chair, Professor and Curtis L. Carlson Chair in Marketing
PhD, Northwestern University
**Areas of Interest:** Children’s consumer behavior, brand extensions and brand dilution, consumer decision-making

George John
Associate Dean for Faculty and Research; Professor and Pillsbury-Gerot Chair of Marketing
PhD, Northwestern University
**Areas of Interest:** Channels of distribution, industrial marketing

Barbara Loken
Professor
PhD, University of Illinois, Urbana-Champaign
**Areas of Interest:** Branding, brand dilution, brand extensions, trademark confusion, consumer behavior, categorization, public health campaigns, media impact on tobacco use

Joan Meyers-Levy
Professor, Margaret J. Holden and Dorothy A. Werlich Endowed Professorship
PhD, Northwestern University
**Areas of Interest:** Factors influencing persuasion, origin and influence of gender differences; memory processes; the effects of visual data, music and environmental factors

Akshay Rao
Professor and General Mills Chair in Marketing
PhD, University of Pennsylvania, The Wharton School
**Areas of Interest:** Pricing strategy, brand management, information economics, consumer risk preferences, cross-cultural consumer behavior, cognitive neuroscience

Joseph Redden
Associate Professor
PhD, University of Pennsylvania
**Areas of Interest:** Enjoyme of repeated experiences, categorization & judgment, behavioral pricing

Carlos Torelli
Associate Professor
PhD, University of Illinois, Urbana-Champaign
**Areas of Interest:** Impact of cross-cultural factors on consumers’ brand representations, judgments and choices, global brand management issues from a consumer behavior perspective

Maria Ana Vitorino
Assistant Professor
PhD, University of Chicago
**Areas of Interest:** Empirical industrial organization, pricing, entry and market structure, game theory, regulation, finance, advertising

Kathleen D. Vohs
Professor and Land O’Lakes Chair in Marketing
PhD, Dartmouth College
**Areas of Interest:** The role of the self in consumption, self-regulation, self-esteem, feelings of threat, sexual economics, narcissism and materialism, changes in the self as a result of money

Alison Jing Xu
Assistant Professor
PhD, University of Illinois, Urbana-Champaign
**Areas of Interest:** Judgment and decision-making processes; behavioral mind-sets, generalized motivation, sensory experience and decision making, risk perceptions, persuasion

Linli Xu
Assistant Professor
PhD, University of Southern California
**Areas of Interest:** Principles of marketing, marketing management, marketing research, advertising strategy, market demand and sales forecasting

Yi Zhu
Assistant Professor
PhD, University of Southern California
**Areas of Interest:** E-commerce, online auctions, advertising and media, quantitative marketing, industrial organization, new product development, Chinese economy