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: z.umn.edu/CarlsonPhDMarketing

### Curriculum & Courses

Students complete all MKTG PhD seminars in their chosen track (behavioral or quantitative) and at least 12 credits from the other track (quantitative or behavioral) 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 40.

**Marketing PhD seminars offered alternating years:**
- Mktg 8809: Consumer Behavior Research Methods
- Mktg 8810: Consumer Behavior Special Topics (topic areas ranging from Branding to Social Influence and Consumer Well-Being)
- 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

### Areas of Interest:

- Competitive strategies, pricing, distribution channels, trade promotions, marketing-operations interfaces, behavioral and experimental economics

### Admissions Statistics (Fall 2016)

- 63 Applications
- 3 Admissions Offers
- 2 Acceptances
- 1418 Average GRE (before August 2011)
- 324 Average GRE (after August 2011)
- 717 Average GMAT
- 29 Average age in program
Marketing Faculty

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, consumer well-being

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

Vladas Griskevicius
Department Chair; Professor and Board of Overseers Professor of Marketing
PhD, Arizona State University
Areas of Interest: Evolution and consumer behavior, emotions, charity, and conspicuous consumption

Michael J. Houston
Associate Dean of Global Initiatives, 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
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
Professor and Pillsbury-Gerot Chair of Marketing
PhD, Northwestern University
Areas of Interest: Channels of distribution, industrial marketing

Barbara Loken
Professor and David C. McFarland Professor of Marketing
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

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 and Board of Overseers Professor in Marketing
PhD, University of Pennsylvania
Areas of Interest: Enjoyment of repeated experiences, categorization & judgment, behavioral pricing

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 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