

Marketing

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



Marketing PhD Coordinator

Tony Cui

Professor, Deputy Associate Dean for Global DBA and Margaret J. Holden and Dorothy A. Werlich Endowed Professorship in Marketing PhD, University of Pennsylvania, The Wharton School

Areas of Interest:

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

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

Admissions Statistics (Fall 2017)

64

Applications



4

Admissions Offers

3

Acceptances

14

Program size

29

Average age in program

1418

Average GRE (before August 2011)

324

Average GRE (after August 2011)

720 Average GMAT

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

Tony Cui

Professor, Deputy Associate Dean for Global DBA and Margaret J. Holden and Dorothy A. Werlich Endowed Professorship in Marketing

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

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 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

Song Yao

Associate Professor

PhD, Duke University

Areas of Interest: Quantitative modeling in marketing, dynamic structural models

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