
The Ph.D. Program in Marketing

This document provides answers to some frequently asked questions about the PhD program in marketing at the Carlson School of Management.

Why do a PhD in Marketing?

Impact: A PhD in marketing provides the opportunity for you to influence the actions and thinking of researchers, managers, consumers, and policy makers. Because most research is grounded in the reality of firm or consumer behavior, many scholars see their theories and recommendations enacted in the actual practice of management or public policy.

Intellectual freedom: Although the work is challenging and demanding, life as an academic provides great flexibility in defining the nature of your work. While you can expect to put in at least as many hours as in the corporate sector, you have the freedom to create your own schedule, and pursue ideas and topics that most interest you.

Is a Master's degree a prerequisite for admission to the PhD program?

No. Students can enter the PhD program after having completed an undergraduate degree.

How is a PhD degree different from an MBA degree or an MS in Marketing?

The difference between the Masters degree (MBA or MS in Marketing) and the doctoral degree (PhD) is *focus*. If your ultimate goal is to work as a senior manager or entrepreneur, a Masters degree will provide you with the knowledge and skills necessary for that function. The PhD degree in Marketing, on the other hand, primarily prepares you to do fundamental research on consumer or firm behavior.

What does one do with a PhD degree in marketing?

Our PhD Program is designed to train scholars who will conduct research to advance the frontiers of the discipline of marketing, teach marketing at premier universities in the United States and around the world, and train the next generation of marketing doctoral students.

Marketing is an exciting discipline that offers a wide range of areas in which to conduct research and teach. Research topics in Marketing cover the gamut from consumer behavior to mathematical models of firms and markets. Researchers apply a variety of approaches, from experimental tests of psychological theories to econometric models of firm behavior.

The job market for PhDs in Marketing is quite attractive, and the ratio of job openings to job candidates is several times higher than that in most academic areas, including economics, psychology, and engineering. Although money is not the primary motivator for most faculty members, it is indeed possible to be financially comfortable on a marketing faculty salary. The average annual salary at PhD granting universities for entry level Marketing PhDs during the 2004 hiring season was \$129,617 (Source: AMA DocSIG).

How many years does it take to get a PhD degree?

Our PhD program is designed to be completed in 4-5 years. Typically, students complete their course requirements in 2 years, and devote the third and fourth years of the program to complete their dissertations and fulfill their teaching requirements. The importance of finishing the program with a high quality, completed dissertation makes it necessary for many students to remain in the program for a fifth year.

What criteria do the faculty look for in accepting students into the PhD program in marketing?

Acceptance into our doctoral program is based on a rigorous screening process. The criteria that the admissions committee uses are:

- a. Undergraduate and Graduate GPAs
- b. GMAT or GRE scores (and TOEFL scores if English is a second language for you)
- c. Letters of Recommendation from qualified persons who are familiar with your performance in academic and professional settings.
- d. Grades in specific courses that are relevant to your future PhD studies
- e. Statement of purpose
- f. Fit with program/faculty

How can I earn money while getting a PhD degree?

All our doctoral students receive financial assistance. Currently, the base funding for our students is \$23,000 over 12 months, with \$5,000 being paid out as a summer research fellowship. The base funding also includes a full tuition waiver, health insurance coverage, and a \$1,000 yearly supplement to be spent on research and teaching-related activities. The base funding is guaranteed for five years (except for the summer research fellowship, which covers four summers), as long as the student makes good progress in the program. Students may also receive additional funding via competitive fellowships and scholarships. Since the PhD program in marketing is a full-time program, students are not allowed receive income from outside employment while also receiving funding from the PhD program.

Will I have much interaction with faculty?

Intensive interaction with faculty is one of the most important parts of your training as a PhD student. The marketing faculty at the University of Minnesota are among the leaders in their fields (Appendix A), and work on a wide range of research topics (Appendix B). Students in the PhD program also have the opportunity with study with faculty from other world-renowned departments at the University of Minnesota, such as the economics, psychology, and statistics departments.

The Marketing PhD program is designed so that students start working closely with faculty from the first day. Because the PhD program is small and selective, the ratio of faculty members to students is substantially larger than one. Upon starting the program, each student is appointed an academic advisor, and is assigned to work as a Research Assistant to a faculty member whose research interests match those of the student. Typically, students are appointed as Research Assistants to a different professor every year. However,

it is often the case that the student and the professor will continue to work together on research projects throughout student's stay in the program, and even for years to come after the student's graduation.

How do the faculty help with student placement?

Our faculty works closely with PhD students, mentoring and guiding them through all the stages of the program, including placement. In fact, student placement starts on day one: the program is designed to groom scholars who will be attractive to top academic employers. The faculty work with students as advisors, research co-authors, coaches and mentors, and enable the students to make connections with scholars from universities worldwide. Graduates from the University of Minnesota PhD program have gone on to successful careers at top research institutions such as the Wharton School at the University of Pennsylvania, the University of Chicago, the University of Michigan, the University of Southern California, Rice University, the University of British Columbia, the University of Illinois at Urbana-Champaign, and the University of Toronto.

Where can I get more information about the PhD program in marketing at the Carlson School of Management?

We invite you to visit the Carlson School Marketing Department's web site, where you can learn more about what our faculty and students are currently working on, and also obtain more general information about our department. The address is listed below:

<http://www.csom.umn.edu/PhD>

For additional details, please contact the following individuals.

General questions about the Carlson School PhD program:

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Specific questions about the Marketing PhD program:

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APPENDIX A

SELECTED FACULTY ACCOMPLISHMENTS

A. Academic Leadership

Deborah Roedder John, President, Association for Consumer Research; Co-chair, Association for Consumer Research Conference; Associate Editor, *Journal of Consumer Research*.

Michael Houston, Editor, *Journal of Marketing Research*, Vice-President, American Marketing Association; Chair, Association for Consumer Research Conference; Co-chair, American Marketing Association Doctoral Consortium.

Barbara Loken, Associate Editor, *Journal of Consumer Research*.

Joan Meyers-Levy, Associate Editor, *Journal of Consumer Research*, Co-chair, Association for Consumer Research Conference.

Akshay Rao, Co-chair, Association for Consumer Research Conference; Co-chair, American Marketing Association Doctoral Consortium.

B. Research Awards

Rajesh Chandy, Akshay Rao, and Robert Ruekert have been recipients of the **Maynard Award** (best paper, *Journal of Marketing*).

George John is among the 100 most cited academics in the field of Business and Economics, according to the Social Science Citations Index.

Joan Meyers-Levy is a Fellow of the Society for Consumer Psychology.

Akshay Rao has been a recipient of the Ferber Award (best interdisciplinary article, *Journal of Consumer Research*).

C. Research Impact

1. A study by faculty at the University of Missouri (Columbia)¹ ranks Carlson Marketing faculty second (ahead of Wharton, Stanford and numerous other well-reputed schools) in terms of research productivity and impact (1990-1996). Other studies routinely rank our group in the top ten.

2. An internal analysis (1986-2000) ranks Carlson Marketing faculty second to Wharton in terms of overall research productivity in the top-tier Marketing journals.

¹ <http://ecommerce.ama.org/events/cfps/SummerEdCorrection.pdf>

3. Several Carlson Marketing faculty members serve on the editorial review boards of elite journals such as the *Journal of Consumer Research*, the *Journal of Marketing*, and the *Journal of Marketing Research*.

4. Carlson Marketing faculty members are routinely quoted in the local, national and international media in print, radio and television including CNN, the MacNeil/Lehrer News Hour, the *Wall Street Journal*, the *New York Times*, the *New Yorker* magazine, the *Financial Times*, *Fortune*, *Business Week*, and *The Economist*.

5. Carlson Marketing Ph.D. graduates are among the leading scholars in the field, and include past editors of the *Journal of Marketing*, and the *Journal of Marketing Research*, past winners of prestigious dissertation research awards, and Chaired Professors at major business schools.

Published or Forthcoming Articles in Premier Journals by CSOM Marketing Faculty and (current or former) PhD Students

2006-2007

1. "The Influence of Ceiling Height: The Effect of Priming on the Type of Processing People Use," **Joan Meyers-Levy** and **Rui Zhu**, *Journal of Consumer Research* (forthcoming Sept. 2007).
2. "When Two and Two is Not Equal to Four: Errors in Processing Multiple Percentage Changes," **Haipeng Chen** and **Akshay R. Rao**, *Journal of Consumer Research* (forthcoming).
3. "Absorptive Capacity in High-Technology Markets: The Competitive Advantage of the Haves," **Om Narasimhan**, **Shantanu Dutta** and Surendra Rajiv, *Marketing Science* (forthcoming).
4. "The Fragility of Time: Time-Insensitivity and Valuation of the Near and Far Future," **J. E. J. Ebert** and D. Prelec, *Management Science* (forthcoming).
5. "Brand Concept Maps: A Methodology for Identifying Brand Association Networks," **Deborah John**, **Barbara Loken**, **Kyeong-Heui Kim** and **Alokparna Basu-Monga**, *Journal of Marketing Research* (forthcoming).
6. "Assessing the Effects of a Channel Switch," **Xinlei Chen**, **George John** and **Om Narasimhan**, *Marketing Science* (forthcoming).
7. "Fading Optimism in Products: Temporal Changes in Expectations about Performance," **Ashwani Monga** and **Michael Houston**, *Journal of Marketing Research* (forthcoming).
8. "Exploring the Cognitive Mechanism that Underlies Regulatory Focus Effects," Rui Zhu and **Joan Meyers-Levy**, *Journal of Consumer Research* (forthcoming June 2007).
9. "An Examination of Different Explanations for the Mere Exposure Effect," Xiang Fang, Surendra Singh, and **Rohini Ahluwalia**, *Journal of Consumer Research* (forthcoming June 2007).
10. "Cultural Differences in Brand Extension Evaluation: The Influence of Analytic vs. Holistic Thinking," **Alokparna Basu-Monga** and **Deborah John**, *Journal of Consumer Research* (forthcoming March 2007).
11. "Spent Resources: Self-Regulatory Resource Availability Affects Impulse Buying," **Kathleen D. Vohs** and Ronald Faber, *Journal of Consumer Research* (forthcoming March 2007).
12. "Why Some Acquisitions Do Better than Others: Product Capital as a Driver of Long-Term Stock Returns," **Rajesh Chandy**, Alina Sorescu and Jaideep Prabhu, *Journal of Marketing Research* (forthcoming Nov. 2006/Feb. 2007).

13. "The Psychological Consequences of Money," **Kathleen D. Vohs**, Nicole Mead, and Miranda Goode, *Science* (Nov. 17, 2006).
14. "From Invention to Innovation: Conversion Ability in Product Development," **Rajesh Chandy**, Brigitte Hopstaken, **Om Narasimhan** and Jaideep Prabhu, *Journal of Marketing Research* (August 2006).
15. "Domain-Based Asymmetry in Expectations of the Future," **Ashwani Monga** and **Akshay Rao**, *Organizational Behavior and Human Decision Processes* (May 2006).
16. "Asymmetric Wholesale Pricing: Theory and Evidence," **Sourav Ray**, **Haipeng Chen**, **Mark E. Bergen** and Daniel Levy, *Marketing Science* (March-April 2006).
17. "How Does Enforcement Deter Gray Market Incidence?" Kersi Antia, **Mark E. Bergen**, **Shantanu Dutta** and Robert Fisher, *Journal of Marketing* (January 2006).

2005

1. "Deferring versus Expediting Consumption: The Effect of Outcome Concreteness on Sensitivity to Time Horizon," **Selin A. Malkoc** and Gal Zauberman, *Journal of Marketing Research* (July 2005).
2. "The Quality of Price as a Quality Cue," **Akshay R. Rao**, *Journal of Marketing Research* (November 2005).
3. "Strategic Fit in Industrial Alliances: An Empirical Test of Governance Value Analysis," **Mrinal Ghosh** and **George John**, *Journal of Marketing Research* (August 2005).
4. "Distinguishing Between the Meanings of Music: When Background Music Affects Product Perceptions," **Rui Zhu** and **Joan Meyers-Levy**, *Journal of Marketing Research* (August 2005).
5. "Cultural Differences in Consumer Impatience," **Haipeng Chen**, **Sharon Ng** and **Akshay R. Rao**, *Journal of Marketing Research* (August 2005).
6. "The Development of Self-Brand Connections in Children and Adolescents," **Lan Nguyen Chaplin** and **Deborah Roedder John**, *Journal of Consumer Research* (June 2005).
7. "Using Stylistic Properties of Ad Pictures to Communicate with Consumers," Laura Peracchio and **Joan Meyers-Levy**, *Journal of Consumer Research* (June 2005).
8. "Modeling the Microeffects of Television Advertising: Which Ad Works, When, Where, How Long and Why?" Gerard Tellis, **Rajesh Chandy**, Deborah MacInnis and Pattana Thaivanich, *Marketing Science* (Summer 2005).
9. "Exemplars or Beliefs? The Impact of Self-View on the Nature and Relative Influence of Brand Association," **Sharon Ng** and **Michael Houston**, *Journal of Consumer Research* (March 2006).

10. "Conceptualizing and Measuring Capabilities," **Om Narasimhan, Shantanu Dutta** and Surendra Rajiv, *Strategic Management Journal* (March 2005).
11. "The Impact of Acquisitions on Innovation: Poison Pill, Placebo or Tonic?" Jaideep Prabhu, **Rajesh Chandy** and Mark Ellis, *Journal of Marketing* (January 2005).
12. "Negativity in the Evaluation of Political Candidates," **Rohini Ahluwalia** and Jill Klein, *Journal of Marketing* (January 2005).