Marketing Ph.D. Info Session FALL 2023



Agenda

- Ph.D. Program Overview
- Meet Our Faculty:
 - Hope Schau (CCT), Caleb Warren (CB), Xinying Hao (Quant),
 - Nooshin Warren (Strategy), and Anastasiya Ghosh (CB/JDM)
- Meet our Former Students
- Meet our Current students
- Q&A in small groups



Program Overview



Program Overview

- Five year fully funded program
- Classes (first 2 years):
- Marketing Seminars are 1/2 semester long
 - Four functional areas, methods, theory, academic writing, electives
- Minor classes
 - Psychology, sociology, economics, computation science, public policy, anthropology, management....



Program Overview

- Work with 2 faculty advisors from day 1 for 20 hrs per week
- First research paper
- Comprehensive exam
- Last 3 years of the program Dissertation and prep for job market

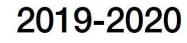


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Research active faculty in all the functional areas

22	University of Texas at Austin (McCombs School of Business)	18	8.00	USA
23	University of North Carolina at Chapel Hill (Kenan-Flagler Business School)	24	7.71	USA
24	University of Arizona (Eller College of Management)	18	7.67	USA
25	Cornell University (Samuel Curtis Johnson Graduate School of Management (incl. Dyson))	17	7.61	USA
26	University of Florida (Warrington College of Business)	15	7.58	USA
27	Ohio State University (Fisher College of Business)	19	7.47	USA
28	Northwestern University (Kellogg School of Management)	14	7.33	USA
29	University of South Carolina at Columbia (Darla Moore School of Business)	15	7.26	USA
30	Emory University (Goizueta Business School)	15	6.75	USA
31	Carnegie Mellon University (Tepper School of Business)	13	6.72	USA
32	Virginia Tech (Pamplin College of Business)	14	6.58	USA
33	Yale University (School of Management)	14	6.33	USA

19	University of Florida (Warrington College of Business)	7	3.83	USA
20	Carnegie Mellon University (Tepper School of Business)	7	3.81	USA
21	New York University (NYU) (Leonard N Stern School of Business)	11	3.75	USA
22	University of Arizona (Eller College of Management)	9	3.58	USA
23	Northwestern University (Kellogg School of Management)	6	3.50	USA
24	University of Maryland at College Park (Robert H. Smith School of Business)	9	3.42	USA
25	Boston University (Questrom School of Business)	9	3.42	USA
25	University of California at Los Angeles (Anderson School of Management)	8	3.42	USA
27	Massachusetts Institute of Technology (Sloan School of Management)	6	3.33	USA
28	University of Washington at Seattle (Michael G. Foster School of Business)	9	3.33	USA
29	University of Texas at Austin (McCombs School of Business)	6	3.17	USA



2017-2020

Opportunities for interdisciplinary research

- Tianyu Gu (Quant; 2020, University of Utah): paper with Strategy and Consumer Behavior co-authors on clear academic writing
- Ignacio Luri (CCT; 2020, DuPaul University): paper with Quant coauthors on language around consumer debt
- Liang Huang (CB 2021; Tsinghua University): dissertation on financial decision making



Opportunities to work with multiple faculty

• Most students work with 2 faculty members (as advisors, dissertation chairs or co-authors)

Collaborative and collegial nature of the department Faculty and students



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Collaborative and collegial nature of the department Faculty and students



Living in Tucson

- Beautiful sunny weather year round
- Low(er) cost of living (compare to major metropolitan areas)



Meet Our Faculty



Meet Our Faculty: MRINAL GHOSH

- Business models in technological markets and entrepreneurial ventures
- Designing win-win cooperative relationships in marketing channels and business markets
- Pricing strategies in technology and business markets
- Healthcare marketing
- Salesforce design and compensation





Meet Our Faculty: MARTIN REIMANN

- Experience theory
- Close relationships
- Emotion and motivation
- Aesthetics in product design
- Neurophysiological explanations of consumer behavior
- Data triangulation and response accuracy





Meet Our Faculty: JENNIFER SAVARY

- Consumer Psychology
- Judgment and Decisionmaking
- Motivation and Goals
- Identity and Selfsignaling





Meet Our Faculty: ANASTASIYA POCHEPTSOVA GHOSH

- Judgement & Decision Making
- Nudges & Choice Architecture
- Consumer Finances
- Consumer Self Control
- Online Reviews





Meet Our Faculty: XINYING HAO

- Quantitative Marketing
- Digital Marketing
- Mobile Targeting
- Marketing Analytics





Meet Our Faculty: CALEB WARREN

Consumer Behavior Emotions Symbolic Value Humor Goal Pursuit





Meet Our Former Students



Meet Our Former Students

John Yi Matthew Farmer Matthew Godfrey Tianyu Gu



Meet Our Current Students

Arash Roghani Christoph Hueller Pete Zhou Pureum Kim Qing Yuan Utku Ay



Meet Our Current Students

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Eller College of Management

APPLICATION DEADLINE: JANUARY 1, 2023 $^{\vee}$

Submit via **GRADAPP**

- Transcripts
- GMAT/GRE Scores
- Statement of Purpose
- Three letters of Recommendation
- Current Resume
- TOEFL Scores





BREAK OUT ROOMS

