

The Krannert School of Management's doctoral program in marketing educates cutting-edge future researchers who will help advance the study of marketing and management science. The program is very focused, with an emphasis on quantitative methods and their applications in management science.

Students learn theoretical models and their applications to consumer behavior, organization buying behavior, pricing, product design, advertising, promotion, sales force, distribution, new product planning, marketing planning and strategy decisions in their marketing doctoral coursework. The research-methods requirement prepares students for research through rigorous coursework. The doctoral seminars expand this and teach specific marketing applications. The goal is to provide an opportunity for students to identify contemporary, substantive marketing problems and determine creative and original research ideas.

Students are expected to have basic quantitative skills. The required coursework addresses and builds on these. Depending on students' interests, research may cover topics such as advanced statistics and econometrics, optimization techniques, economic theory, psychology, and decision theory.

Unique Features

- Faculty on editorial boards for top academic journals, including *Marketing Science*, *Journal of Marketing Research* and *Strategic Management Journal*
- Special emphasis on quantitative research
- Coursework includes rigorous classes from economics and statistics departments
- Doctoral fellowships available
- Small program with low student-to-faculty ratio

Student Profile (what we look for in an applicant)

- Strong analytical background in engineering, mathematics and economics
- MBA helpful, but not required; graduate degree a plus
- Work experience not required, although applicants typically have some experience in finance, consulting or a technical field such as engineering

Marketing

Plan of Study

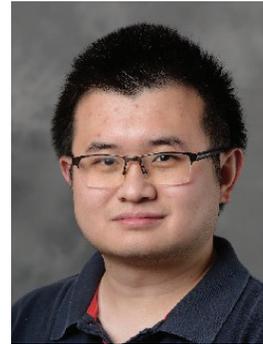
First year:

- Doctoral seminars in marketing (fall and spring)
- Microeconomic theory (fall)
- Econometrics (fall and spring)
- Minor area and/or MBA electives

Second year:

- Doctoral seminar in marketing (fall and spring)
- Econometrics (fall)
- Applied statistics and/or microeconomic theory electives
- Minor area and/or MBA electives

Typical minor areas of study include applied statistics and microeconomic theory. There is a comprehensive preliminary exam typically after the second year. Dissertation research is the primary focus after the preliminary exam is completed.



Ming Lei
Marketing PhD Student

The PhD program in marketing meets all my expectations. Its curriculum provides rigorous training and skills for quantitative marketing. Working with prestigious and experienced faculty here is both exciting and pleasant. For a person who wants to pursue a career in quantitative marketing academia, Krannert is the right place for you.



The Krannert doctoral program was very instrumental in shaping my career. It was a great experience to learn from a strong cohort of peers, and I also had access to some of the best faculty in the field. I am grateful to my advisors for being there to help me whenever I needed it. Krannert provided a friendly and welcoming atmosphere when I joined the PhD program as an international student many years ago.

Sriram Srinivasaraghavan
Marketing PhD Alumnus

[krannert.purdue.edu/programs/phd/
program-details/marketing.php](http://krannert.purdue.edu/programs/phd/program-details/marketing.php)



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