

# MARKETING

## PHD IN MARKETING

The Marketing area at the Daniels School has a long tradition of leadership in doctoral education. The school's marketing PhD graduates are among the nation's best in terms of the impact of their research on the profession, according to a study by Academic Assessment Services. Purdue graduates were one of only five sets of alumni to be ranked in the top 15 on each of five separate measures of influence.

In their doctoral coursework, marketing PhD students learn theoretical models and their empirical applications related to consumer behavior, organization buying behavior, pricing, product design, advertising, promotion, Salesforce, distribution, new product planning, marketing planning, and strategy decisions.

The objective of the program is to educate cutting-edge future researchers who will contribute to the advancement of marketing and management science. We appreciate that marketing is both an art and a science and will prepare you for a career in academia, marketing consulting, marketing research/analytics, UX/UI design, business development and more.

## FACULTY RESEARCH AREAS

- Brand management
- Big data
- Causal inference
- Digital and social media marketing
- Discrete choice models
- Dynamic structural models
- Empirical game theory
- Global social entrepreneurship
- Health economics of medication adherence
- Improving patient medication adherence
- Machine learning
- Market pioneering
- New product development
- Pharmaceutical and healthcare industry
- Salesforce and detailing
- Sales promotion and advertising
- Scalable algorithm
- Sharing economy
- Structural modeling

Visit our [website](#) to learn more about faculty research.

## FUNDING OPPORTUNITIES

Daniels School of Business PhD students will have their tuition paid for five years beginning year 1, conditional on satisfactory progress in the program. In addition to the standard funding package, each department can supplement a student's funding at it's discretion.

### Standard Funding Package

- Tuition remission
- \$25,000 minimum stipend per year
- Partial medical, dental, and vision insurance coverage for the student and dependent(s)
- Professional development grants for use toward conference attendance, research, and related travel

For more information, please contact an [admissions specialist](#).

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## PROGRAM REQUIREMENTS

- Complete 37 credit hours
- Serve as teaching assistant
- Complete two research papers
- Participate in marketing research workshop
- Write and defend dissertation

## CURRICULUM

16 credit hours – major specialization  
15 credit hours – research methods  
6 credit hours – minor specialization

Visit our [website](#) to explore additional program details.

## PLACEMENT

Marketing graduates have gone on to secure research-focused faculty and industry positions at the following institutions/organizations:

- Concordia University
- Dongduk Women's University
- Fairleigh Dickinson University
- Hong Kong Polytechnic University
- Long Island University
- Montclair State University
- Purdue University
- Texas A&M University
- Tulane University
- University of London
- University of New Brunswick