PROGRAM OVERVIEW
Contemporary marketing research requires an approach as diverse as the field itself. Because marketing provides insights into the creation, communication and exchange of value, goods and services, marketing research ranges from qualitative studies of consumer behavior to quantitative models. With this in mind, the Fox School’s PhD concentration in Marketing prepares students to utilize cross-disciplinary methods from economics, sociology, psychology, and neuroscience in the production of cutting-edge research. Over recent years, this approach has enabled our graduates to secure research positions at many top universities, including Cornell University, Emory University, Rice University, and the University of Pittsburgh.

Department faculty members have published in leading academic journals such as the Journal of Consumer Research, Journal of Marketing, Journal of Marketing Research, Management Science, and Marketing Science. Fox School faculty members work closely with students to help them develop research agendas that will also be featured in top industry and academic publications. Additionally, the Department of Marketing and Supply Chain Management is home to three interdisciplinary research centers: the Center for Neural Decision Making (CNDM), a cross-disciplinary facility that’s dedicated to exploring the function of brain imagery in marketing theory and practice; the Consumer Sensory Innovation Lab (CSIL), which provides a medium for academics and practitioners to collaborate on issues related to sensory marketing; and the Global Center for Big Data in Mobile Analytics (GBM), which promotes an interdisciplinary approach to data analytics in mobile marketing, online gaming, and other big data topics.

Concentration Advisor: SUSAN MUDAMBI (susan.mudambi@temple.edu)

CORE PHD FACULTY:
Boyoun (Grace) Chae
Anthony DiBenedetto
Angelika Dimoka
Eric Eisenstein
Nathan Fong
Xueming Luo
Maureen Morrin
Edward Rosenthal
Michael Smith
Vinod Venkatraman
Yuchi Zhang

FINANCIAL AID
All students admitted to our program are considered for full financial support for up to five years. Funding typically comes in the form of an assistantship and includes full tuition and a competitive stipend, based on adequate progress and yearly evaluations. Students who apply before the January 15 deadline are also considered for Temple University’s prestigious university fellowships.

MARKETING SEMINARS
• Pro-Seminar on Selected Topics in Marketing
• Seminar in Marketing Theory Development
• Seminar in Behavioral Research in Marketing
• Seminar in Quantitative Research in Marketing
• Special Topics in Marketing Strategy
• Special Topics in Judgment and Decision Making

Learn more at fox.temple.edu/marketingphd