

# Department of Marketing

2009/2010

DOCTORAL PROGRAM • MAYS BUSINESS SCHOOL • TEXAS A&M UNIVERSITY

The doctoral program in marketing brings the PhD student to the leading edge of knowledge in the field. Rigorous course work and research activities provide the student with an in-depth understanding of the theoretical, conceptual, managerial and methodological foundations of marketing. The program has three primary objectives.

- Provide a comprehensive knowledge of marketing concepts and practices to support teaching and research interests
- Develop advanced competencies and methodological skills for conducting quality research, directing research of others, and communicating research findings through teaching and writing.
- Prepare candidates for the varied responsibilities of academic and related careers

Work leading to the doctoral degree is designed to give the candidate a thorough and comprehensive knowledge of his or her professional field and training in methods of research. The final basis for granting the degree is the candidate's grasp of the subject matter of a broad field of study and a demonstrated ability to do independent research. In addition, the candidate must acquire the ability to express thoughts clearly and forcefully in both oral and written languages. The degree is not granted solely for the completion of course work, residence and technical requirements, although these must be met.

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## AT A GLANCE

Texas A&M University  
Graduate Admissions  
Requirements

Minimum GMAT	n/a
Minimum GPA	
Master's	3.25
Bachelor's	3.00
Minimum TOEFL	
Paper based	600
Computer based	250
Application fee	
Domestic	\$50
International	\$75

Mays Doctoral Program  
Full-time students 68  
%Male/Female 78/22  
Years avg work exp 5

2009 Application Cycle  
Applied 310  
Admitted 31  
Enrolled 18

Mays Doctoral Faculty  
108 tenured/tenure-track  
\$1M in annual research



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## FACULTY AND RESEARCH INTERESTS

**Rajan Varadarajan**, Interim Department Head,  
Texas A&M University Distinguished Professor  
and Ford Chair of Marketing and E-Commerce  
*Strategy; e-commerce; international marketing*

**Leonard L. Berry**, Texas A&M University  
Distinguished Professor, M.B. Zale Chair in  
Retailing and Marketing Leadership, and  
Professor of Humanities in Medicine, College of  
Medicine Health Science Center, Texas A&M  
University System

*Services marketing and management; service quality;  
healthcare service quality; retailing*

**Paul S. Busch**, Professor  
*Manufacturing; health care; public utilities; retailing;  
university administration*

**Haipeng (Allan) Chen**, Assistant Professor, and  
Mays Research Fellow  
*Behavioral perspectives on information processing and  
decision making; cross-cultural differences in decision  
making; numeracy in marketing communications*

**Benton Cohanougher**, Dean Emeritus  
*Marketing strategy and planning; consumer analysis*

**Charles M. Futrell**, Professor  
*Personal selling; sales management; spirituality in the  
workplace and marketplace*

**Larry G. Gresham, Jr.**, Associate Professor  
*Retailing; buyer behavior; international marketing*

**Kelly Haws**, Assistant Professor  
*Consumer behavior; consumer well-being; self-regulation;  
behavioral pricing*

**Richard T. Hise**, Professor  
*Marketing strategy; international marketing*

**Sanjay Jain**, Professor, Macy's Foundation Professor of  
Marketing  
*High-tech products; product innovation, pricing and pro-  
motion strategies; competitive signaling; game theory*

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## FACULTY AND RESEARCH INTERESTS CONT'D

**Ram Janakiraman**, Assistant Professor

*Market analysis and response; consumer choice models; structural models; customer relationship management; pharmaceutical marketing*

**James H. Leigh**, Associate Professor

*Advertising measurement and assessment; consumer behavior; marketing research; public policy*

**Stephen W. McDaniel**, Professor

*Marketing strategy; marketing research; methodology; consumer behavior; services marketing; religious marketing; marketing ethics*

**William M. Pride**, Professor

*Advertising; promotion; marketing education*

**Venkatesh Shankar**, Brandon C. Coleman, Jr. '78 Chair  
in Marketing

*Innovation; e-commerce business strategy; new product pre-announcements*

**Alina Sorescu**, Assistant Professor, and Mays Research Fellow

*Innovation; market entry; alliances and acquisitions; measuring the returns to marketing assets and strategies*

**David M. Szymanski**, JCPenney Chair of Retailing Studies

*Retailing strategy; marketing strategy; product innovation; personal selling and sales management*

**Karen Winterich**, Assistant Professor

*Social identity; charitable giving; emotions*

**Manjit S. Yadav**, Associate Professor

*E-commerce and Internet marketing strategy; technology; innovation*

**APPLY ONLINE AT [MAYS.TAMU.EDU/GRADUATEAPPLICATION](http://MAYS.TAMU.EDU/GRADUATEAPPLICATION)**

**EARLY APPLICATION SUBMISSION RECOMMENDED FOR FUNDING OPPORTUNITIES, Fall 2010**

- December 20, 2009: Early application submission by all PhD applicants is strongly encouraged (U.S. citizens, U.S. permanent residents, and international). Submitting by December 10 allows applicants to be considered for all forms of financial support available; including university, Mays and department fellowships.
- April 15 - May 25, 2010: Closing applications begins as offers of admission are accepted.
- May 26, 2010: Application closes to update application for the following year.