

Department of Marketing

2011/2012

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

CONTACT INFORMATION

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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.

Venkatesh Shankar, PhD
PhD Director, vshankar@mays.tamu.edu

Alina Sorescu, PhD
PhD Associate Director, asorescu@mays.tamu.edu

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Mays Business School
Texas A&M University
College Station, Texas 77843-4112

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 \$90

Mays Doctoral Program

Full-time students 77

%Male/Female 74/26

Years avg work exp 5

2011 Application Cycle

Applied 367

Admitted 34

Enrolled 23

Mays Doctoral Faculty

90 tenured/tenure-track

FACULTY AND RESEARCH INTERESTS

Rajan Varadarajan, 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, Associate Professor, and
Mays Research Fellow

*Behavioral perspectives on information processing and deci-
sion making; cross-cultural differences in decision making;
numeracy in marketing communications*

Benton Cocanougher, 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*



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FACULTY AND RESEARCH INTERESTS CONT'D

Sanjay Jain, Professor, Macy's Foundation Professor
of Marketing

High-tech products; product innovation, pricing and promotion strategies; competitive signaling; game theory

Ram Janakiraman, Assistant Professor

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

Lucy Liu, Assistant Professor

Consumer dynamic choice; manufacturer's promotion strategy; market signaling; dynamic structural modeling; new empirical industrial organization and game theoretical modeling

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

Suresh Ramanathan, David R. Norcom '73 Endowed Professor
of Marketing

Self-control/impulsive behavior; social influences; dynamics of emotions and goal states; health marketing

Rishika Ramkumar, Assistant Professor

Pricing; new products; new empirical industrial organization; consumer choice models; customer relationship management; online social media

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

Innovation; e-commerce, marketing strategy; new product management; international marketing; retailing; mobile marketing

Alina Sorescu, Associate Professor, and Mays Research Fellow

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

Manjit S. Yadav, Professor

E-commerce and Internet marketing strategy; technology; innovation

APPLY ONLINE AT MAYS.TAMU.EDU/GRADUATEAPPLICATION

EARLY APPLICATION SUBMISSION RECOMMENDED FOR FUNDING OPPORTUNITIES, Fall 2012

- December 10, 2011: 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, 2012: Closing applications begins as offers of admission are accepted.
- May 26, 2012: Application closes to update application for the following year.