The doctoral program in marketing trains PhD students to make contributions at the leading edge of knowledge in the field, enabling future success as a marketing faculty member and research scholar.

The program has three primary objectives:

- To provide training that builds a comprehensive knowledge of marketing concepts and practices, which can support the research and teaching interests of doctoral students.
- To develop advanced competencies and methodological skills for conducting research publishable in top-tier academic journals.
- To prepare candidates for the varied responsibilities of academic and related careers, such as teaching in a selected discipline at the university level and being able to evaluate disciplinary research.

A student earning a PhD in Marketing from the Mays Business School will be challenged to develop into a well-rounded scholar, capable of discovering new knowledge about important marketing phenomena and effectively disseminating it to students, executives, and other stakeholders of the modern university. The student will be qualified and well-equipped for long-term success as a business school faculty member. 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 high quality independent research.

**FACULTY AND RESEARCH INTERESTS**

Mark Houston,  
Department Head,  
Professor, Blue Bell Creameries Chair in Business  
*Business relationship marketing; innovation; entertainment product success*

Leonard L. Berry,  
Texas A&M University Distinguished Professor, M.B. Sale Chair in Retailing and Marketing Leadership, and Regents Professor and Presidential Professor for Teaching Excellence  
*Services marketing and management; service quality; healthcare service quality; retailing*

Paul S. Busch,  
Texas A&M University System Regents Professor  
*Branding, Advertising, Innovation and Services Marketing*

Haipeng (Allan) Chen,  
John E. Pearson Associate Professor  
*Behavioral perspectives on information processing and decision making; cross-cultural differences in decision making; numeracy in marketing communications*

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

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

Sanjay Jain,  
Professor, J.C. Penney Chair in Marketing and Retailing Studies  
*Competitive strategy; behavioral game theory; product innovation; pricing and promotion strategies*

Ram Janakiraman,  
Mays Research Fellow, Associate Professor  
*Substantive: Social and digital Media; multichannel marketing; big data issues; health/health care marketing; retailing; Methodological: Consumer learning/structural models; applied econometric models*
FACULTY AND RESEARCH INTERESTS  cont’d

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, Director of Research, Center for Retailing Studies
Innovation; e-commerce and digital marketing; marketing strategy; new product management; international marketing; retailing; mobile marketing

Alina Sorescu,
Rebecca U. ’74 and William S. Nichols III ’74 Associate Professor of Marketing and PhD Program Director
Innovation; branding; business models; topics on the marketing-finance interface

Rajan Varadarajan,
Texas A&M University Distinguished Professor and Ford Chair of Marketing and E-Commerce
Marketing strategy; innovation; environmental sustainability; international marketing

Caleb Warren,
Assistant Professor
Consumer psychology; motivation; social influence; coolness and humor

Manjit S. Yadav,
Macy’s Foundation Professor
Digital marketing strategy; e-commerce; impact of technology on markets; marketing and society; innovation

APPLY ONLINE AT MAYS.TAMU.EDU/GRADUATEAPPLICATION

December 10:  Early application submission by all PhD applicants, particularly those seeking funding opportunities, 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:  Application closing begins as offers of admission are accepted.

May 26:  Application closes to update application for the following year.

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