

## THE MARKETING FACULTY

Our marketing faculty members are highly regarded across a range of knowledge domains in marketing, including consumer behavior, marketing and public policy, marketing management and strategy, and research methods. They are:

Stacey Menzel Baker, PhD University of Nebraska - Lincoln— Professor

Kent Drummond, PhD University of Texas at Austin, Associate Professor

Elizabeth Minton, PhD University of Oregon, Assistant Professor

John Mittelstaedt, PhD University of Iowa, Professor

Stephanie Geiger Oneto, PhD University of Houston, Associate Professor

Mark Peterson, PhD Georgia Tech University, Professor

Terri Rittenburg, PhD University of Nebraska-Lincoln, Associate Professor

José Antonio Rosa, PhD University of Michigan, Professor

Kelly Tian, PhD Georgia State University, Professor

For more information on faculty research and teaching, please visit:

<http://www.uwyo.edu/mgtmkt/faculty-staff/>



## STUDENT TEACHING AND RESEARCH

Teaching experience is a vital element of the program and required for all Ph.D. students. This is normally accomplished by students teaching undergraduate courses under the supervision of experienced professors. Likewise, research execution experience is essential to successful program completion. Involvement in research projects with faculty and other graduate students provides an invaluable grasp of how academic research is conducted in marketing and the social sciences

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*Persons seeking admission, employment, or access to programs at the University of Wyoming shall be considered without regard to race, color, religion, sex, national origin, disability,*



**GO FOR GOLD**



## PHD PROGRAM

The PhD program in Marketing with emphasis on Sustainable Business Practices is designed for academic careers. Its primary mission is to prepare students to excel in knowledge creation and dissemination in marketing. In route to such excellence, students will find opportunity to investigate marketing phenomena that intersect with sustainable business practices. Our goals are to ensure that scholarly values and rigor are maintained and to train world-class researchers and teachers.

### ADMISSIONS

The program accepts applications starting in the fall semester for entry the following fall semester. Applications can be submitted starting November 1 and will not be accepted after February 1st. Successful applicants will be notified by April 1st. Admission is selective, with 2-3 students admitted annually. Applicants meeting minimum requirements are not guaranteed admission. Those who articulate career goals clearly and hold interests that align with those of faculty will be favored in the admission process.

### MINIMUM ADMISSIONS REQUIREMENTS

- Bachelor degree completed plus progress toward or completion of master degree from an accredited institution, preferably in business or a core social science discipline.
- Completed application
- Official transcripts from each post-secondary school attended
- Minimum combined GRE score of 1400 or a GMAT score of 650
- Letters of recommendation from research-active academicians
- A 500 word essay stating the purpose for pursuing a PhD
- For international students, Test of Foreign Language scores (TOEFL)

### COURSEWORK

During the first two years, students will take a minimum of 15 credit hours of coursework to satisfy the marketing core requirement, 3 credit hours to satisfy the marketing statistical tool-kit requirement, and as many as 6 additional hours when ad hoc marketing seminars are offered. Also required are a minimum of 12 hours in an outside elective area, typically in a core social science, but also possibly in statistical methods, interdisciplinary studies in environmental and natural resources, or other areas determined as appropriate by the student and his/her graduate advisors. These courses are considered crucial to the development of the student's disciplinary expertise. In addition, students will accumulate 0-4 credit hours per semester throughout program duration by participating in marketing and management pro-seminars. In addition students submit a targeted paper at the end of their first and second year, take a comprehensive examination and write an original dissertation.

### FULL-TIME REQUIREMENT

The program requires a full-time four year commitment. Residency is expected and employment outside of the department is strongly discouraged. Only through focussed commitment and substantial interaction with faculty and other graduate students can the student obtain the skills necessary for a successful academic career.

### FINANCIAL SUPPORT

The College of Business provides financial support to Ph.D. students who remain in good academic standing through graduate assistantships. Students in good academic standing receive a competitive annual stipend plus full tuition remission, health coverage, and fee waivers. Typically, graduate assistantships require twenty hours per week of research and teaching-related work under faculty supervision.

