



UNIVERSITY OF WYOMING

PhD in Marketing





PhD in Marketing

About the Program

In the fall of 2010 the University of Wyoming opened its PhD program in Marketing with an emphasis on Sustainable Business Practices, becoming the first University in the Rocky Mountains to have such a program. The program is designed for students planning a career in academia, in which graduates are expected to make contributions to knowledge creation, although some students may choose to find careers in industry and government. The program offers students a highly textured doctoral curriculum that builds upon strengths of the department and the University of Wyoming community and cutting edge developments in the broad field of marketing scholarship.

Program Goals

The mission of the program is to prepare students to excel at two primary academic roles: knowledge creation and knowledge dissemination. The program is designed to reflect the tradition of scholarly excellence already exemplified by other doctoral programs in the College of Business and the University. Our goals are to ensure that this tradition is maintained through the administration of the program, and strive for continuous improvement in training world-class researchers and teachers.

Admissions

The University of Wyoming is accepting applications for the fall 2011 semester. The deadline for submission is February 1st, 2011. Successful applicants will be notified by April 1st, 2011. Only three slots will be available, and admission will

be highly selective. Applicants meeting minimum standards in terms of admission requirements are not guaranteed admission. Those applicants who can articulate career goals clearly and whose interests closely align with those of our faculty in sustainable business practice, consumer culture theory, ethics, entrepreneurship, and macromarketing will be favored in the admission process.

Minimum Admissions Requirements

- B.A. and (be working toward or have completed) a Master's 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.
- Strong 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) are required

Degree Requirements

Full-Time Requirement

For the typical student, the program requires a full-time commitment of four years. During the period that the student establishes residency, employment outside of the department is strongly discouraged. Only through exclusive commitment and substantial daily interaction with faculty and other



graduate students can the student obtain the necessary skills to successfully meet the demands of a future academic career. Exceptions will be made for summer internships with a local and regional business where interests in sustainability or other specialized interests are identified. Such internships will ideally involve research activity germane to the student's program of study.

Financial Support

The College of Business fully supports accepted Ph.D. students who remain in good academic standing with Graduate Teaching and Research Assistantships. Students in good academic standing receive a competitive annual stipend plus full tuition, health coverage, and fee waivers.

Coursework

Coursework is categorized into marketing core, area of basic social science concentration, research methodology, and marketing pro-seminars. Students will take a minimum of

- 72 semester hours of credit at the 5000 level (i.e., master's) or above from UW or equivalent levels from another approved university.
- 12 hours of coursework to satisfy the marketing core requirement, and as many as an additional 6 hours as ad hoc marketing seminars are offered.
- 9 hours of courses in an outside elective area. Students will be encouraged to accumulate their hours in a core social science, statistical methods, or interdisciplinary studies in environmental and natural resources.

- 15 hours of research methods courses are required if pursuing a basic methods orientation; if pursuing a more mixed method option a student may add an additional 3 hours.

- 0-4 hours of coursework to satisfy the marketing proseminar requirement, depending on the level of proseminar activity available during the program.

In addition to the course work students will have an annual review, submit a targeted paper at the end of their first year, take a comprehensive (Preliminary) Examination and write an original dissertation.

Teaching Requirement

Experience in teaching is considered a vital part of the graduate program and is required as part of the academic work of all Ph.D. candidates in this program. Normally, that will be accomplished by teaching while in the Ph.D. program. Students will teach a small number of classes offered as part of the marketing curriculum, initially under close guidance of an experienced professor and later with greater independence.

Further Information

For further information and to apply please explore our website, <http://uwyo.edu/business/mgmtmkt/phd-marketing/> or contact Heather Patterson (hpatters@uwyo.edu) or Eric Arnould (earnould@uwyo.edu). Applications may be sent to the University of Wyoming Admissions, <http://www.uwyo.edu/admissions/>.

Faculty



Eric J. Arnould
Distinguished Professor of Marketing & Sustainable Business Practices

Dr. Arnould, who joined the University of Wyoming faculty in fall 2007 as Distinguished Professor of Marketing and Sustainable Business Practices to foster new initiatives in sustainable business practice, has pursued a career in applied social science since receiving his BA in 1973. While enjoying the challenges of working as a consultant in agricultural, marketing systems, and natural resource management in more than a dozen West African nations between 1975 and 1990, he earned a Ph.D. in Economic Anthropology with a minor in Archaeology (1982), and pursued a postdoctoral fellowship in the Marketing Department (1982-1983), all at the University of Arizona.

In the 1980s, Dr. Arnould was a leader in the movement to establish a place for qualitative research methods in the market research tool box. In the 1990s, he was a leader in the movement to establish Consumer Culture Theory as a recognized sub-discipline in the Consumer Research area. In the new millennium, he hopes to help galvanize sustainability initiatives in the field of marketing scholarship and practice. Dr. Arnould's research on these topics as well as development, services marketing, and marketing channels in developing countries appears in over 90 articles and chapters in major social science and managerial periodicals and books. He most recently served as the PETSMART Distinguished Professor, John and Doris Norton School of Family and Consumer Sciences, University of Arizona and before that was the E. J. Faulkner College Professor of Agribusiness and Marketing at the University of Nebraska-Lincoln. He has consulted for Associates in Rural Development, CVS, Chemonics, TransFair USA, H J Heniz, USAID, United Nations Environmental Program, Rainbird, CARE, Vertical Communications, and a number of other entities.



Stacey Menzel Baker
Associate Professor of Marketing & Sustainable Business Practices

Stacey Baker, MBA and Ph.D. (Marketing) University of Nebraska-Lincoln (1996) joined the UW faculty in 2003 after having served on the faculties of Texas A&M University and Bowling Green State University. Stacey has worked for the Nebraska Legislature, in retailing, and served as a consultant on marketing research and marketing planning projects. Much of her research focuses on symbolic and experiential aspects of consumption, particularly issues having to do with individual and community change. She studies possession and acquisition meanings and experiences of vulnerability and resilience in contexts including natural disaster recovery and disability in the marketplace. Stacey's research has been published in a variety of outlets such as Journal of Advertising, Journal of Macromarketing, Journal of Public Policy & Marketing, and Journal of Retailing. She has served as a guest editor for a special issue on consumption constraints and currently serves as an Associate Editor at Journal of Public Policy & Marketing. Dr. Baker serves on an advisory board within the Transformative Consumer Research group of the Association for Consumer Research and also serves on editorial policy or review boards for several other marketing and consumer behavior journals. She holds the honor of being a Governor Gering Promising Young Scholar at UW from 2005-2008.



Kent G. Drummond
Associate Professor of Marketing

Kent Drummond received his MBA from Northwestern University in 1982 and his Ph.D. in Communications from the University of Texas at Austin in 1990. Dr. Drummond has been a member of the UW faculty since 1990. Kent's research lies within the consumer culture theory area and focuses on consumption and gender; semiotics and marketing; and advertising in fashion and the arts. His work has been published in *Marketing Theory*, *Journal of Strategic Marketing*, and a variety of journals in communications. He has recently studied the consumption of Caravaggio's art, the diffusion of the Da Vinci Code, and the Celtic influences represented in Led Zeppelin's music. Prior to his academic career Kent was Marketing Manager for Pacific Bell in San Francisco, CA, and a Territory Manager for Elizabeth Arden in New York City. Dr. Drummond is a highly decorated teacher and is a previous winner of the Ellbogen Award for Excellence in Teaching, UW's highest teaching honor.



David M. Hunt
Assistant Professor of Marketing

David Hunt received his Ph.D. in marketing from the Trulaske College of Business at University of Missouri, joined the University of Wyoming faculty in Fall, 2005. Dr. Hunt's

research interests lie at the intersection of consumer behavior, macromarketing, and public policy. His current research includes work in the areas of community identity, marketplace deception, and community development. His research has been published in *Journal of Consumer Psychology*, *Journal of Public Policy and Marketing*, *Journal of Business Research*, and the *Journal of Product and Brand Management*. Dr. Hunt's research also appears in various conference proceedings including The Association for Consumer Research, The American Marketing Association, The Macromarketing Society, and Marketing and Public Policy. Prior to his academic career, Dr. Hunt was a Junior Marketing Director for Ashworth, Inc. in Carlsbad, CA and a District Service Manager for Toyota Motor Distributors in Portland, OR.



Stephanie Oneto
Assistant Professor of Marketing

Stephanie Geiger Oneto, (Ph.D. in marketing, with a psychology minor from the University of Houston 2007), joined the UW faculty in the fall of 2007. Dr. Oneto's main areas of research interests include sociological explanations of status consumption, counterfeit product consumption, consumption-related emotions, and the role of brands in impression management. Stephanie describes herself as a quantitative sociologist, which is not surprising given her M.A. in Sociology, also from the University of Houston, and her work experiences as a marketing analyst for Anadarko Petroleum in Houston, TX, as a data analyst for Telxon Corporation in Houston, TX, and as a Project Leader for Gallup Organization in Lincoln, NE. She has published papers in the *Journal of Consumer Psychology*, *Journal of Current Issues in Retailing and Advertising*, and *Journal of Ethnicity and Criminal Justice* and has presented conference papers at the American Marketing Association, and the Association for Consumer Research.



Mark Peterson
Associate Professor of Marketing

Dr. Peterson received his Ph.D. in marketing from Georgia Tech in 1994 and joined the UW faculty in Fall 2007. He worked as a quantitative research analyst in the marketing research industry for two years after graduating from Georgia Tech before beginning his academic career at the University of Texas at Arlington in 1996. At UT-Arlington, Dr. Peterson developed the qualitative research course for students in the Master of Science in Marketing Research program. He taught this course for ten consecutive years. In these ways, Dr. Peterson brings a rare versatility to research design issues. He has extensive experience using quantitative, as well as qualitative approaches. His research interests include research methods, marketing and society issues, as well as international marketing. His research has been published in such outlets as Journal of Academy of Marketing Science, Journal of Public Policy & Marketing, Journal of Advertising, Entrepreneurship Theory & Practice, Journal of Business Research, and Journal of Macromarketing. He currently serves on the editorial policy board for the Journal of Macromarketing. Dr. Peterson was a Fulbright Scholar at Bilkent University in Ankara, Turkey in 2006. He has also taught as a Senior Fulbright Lecturer for the US State Department in Damascus, Syria, in UTA's Executive MBA program in Beijing, China, at Southern Methodist University, and at Ecole des Hautes Études Commerciales de Montréal. Mark is a founder of Silk Road Success!, a social entrepreneurship venture to boost global business skills in countries of the Old Silk Road. He is also founding advisor of Summit Leadership of Wyoming, a registered student organization devoted to servant leadership and outdoor education.



Melea Press
Assistant Professor of Marketing & Sustainable Business Practices

Melea Press joined the University of Wyoming in Spring 2008 as Assistant Professor of Marketing and Sustainable Business Practices. She received her PhD in marketing from the Pennsylvania State University in 2007. Between 1994 and 2002 she dedicated herself to printmaking and book arts, and spent time at Peacock Printmakers in Aberdeen, Scotland and Women's Studio Workshop in Rosendale, NY. Her interest in social science solidified in 1999 while she was doing volunteer work at The Hope Project in the Nizamuddin Basti in New Delhi, India. Her current research focuses on alternative markets and market systems, local food issues, transformative consumer research, energy consumption, and sustainable business practices. She has published in the Journal of Public Policy and Marketing and has presented her work at conferences for the American Marketing Association, the Association for Consumer Research, and the Society for Macromarketing.



Terri L. Rittenburg
Associate Professor of Marketing

Dr. Rittenburg received her Ph.D. in marketing from the University of Nebraska-Lincoln in 1988 and joined the UW faculty in 1989, making her the most senior member of our group. In her tenure at UW Terri has been actively involved in various administrative and service assignments, including serving as the Director of the MBA program and Chair of Faculty Senate. Terri's primary

research interests are in macromarketing, marketing ethics, and international business ethics. Her publications have appeared in a variety of journals including *Journal of Macromarketing*, *Journal of Business Ethics*, and *Psychology & Marketing*. Dr. Rittenburg serves on the editorial policy board for the *Journal of Macromarketing*. Consistent with her international interests, Terri has engaged in extensive international travel which, thus far, has taken her to six continents. She is active in the League of Women Voters. With this group, Terri traveled to Uganda which inspired her interest in the role that women play in economic development. On her most recent travels she accompanied a group of students to Italy. Prior to her academic career, she was a Marketing Specialist for the University of Nebraska-Lincoln. She has also served on the faculty at Iowa State University and has lectured at universities in Norway, Italy, China, and Russia.



José Antonio Rosa
Professor of Marketing & Sustainable Business Practices

José Antonio Rosa is professor of marketing and sustainable business practices in the Department of Management and Marketing at the University of Wyoming College of Business, where he teaches marketing related courses to executives, MBA, and undergraduate students. He received his Ph.D. in Business Administration and Psychology from the University of Michigan in 1992. Among his current research interests are the connections between hope and innovativeness among subsistence consumer and their implications for consumer and community well being, energy consumption, and environmental degradation. Rosa is also studying the role of relationships and commitment in how subsistence consumer merchants manage micro-enterprises to help ensure their families' health and safety. Rosa has twice been a Fulbright Fellow, studying innovations by company managers and consumers in Chile and Colombia. Rosa is also involved in studies of lead user innovators among subsistence scavengers in Colombia, and on how embodied knowledge influences the creative

imagination of consumers. Rosa has studied the role of body knowledge in creative imagination by professionals involved in problem solving and product development tasks. In addition to innovation, Rosa studies the use of coupons by ethnic minority consumers across socio-economic levels and its antecedents, particularly the role of functional literacy on coupon appreciation and usage. He has also studied the influence of body knowledge on consumer purchases of apparel on the Internet.

Rosa has conducted research into the commitment and motivation exhibited by members of network marketing organizations, product markets as socio-cognitive phenomena, body knowledge in consumer and managerial sensemaking and purchase behaviors, and the influence of prior-purchase satisfaction on buying groups attitudes and decisions. Rosa's research has been published in marketing and management journals, including *Marketing Science*, *Journal of Marketing*, *Journal of Retailing*, *Journal of Product Innovation Marketing*, *Journal of the Academy of Marketing Science*, *Journal of Consumer Psychology*, *Journal of Business Research*, the *Academy of Management Journal*, and the *Journal of Management Inquiry*. In addition to a Ph. D., Rosa holds a Bachelor in Industrial Administration degree from General Motors Institute (now Kettering University), a Master in Business Administration degree from the Amos Tuck School of Business at Dartmouth College, and a Master of Arts degree in Psychology from the University of Michigan.



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