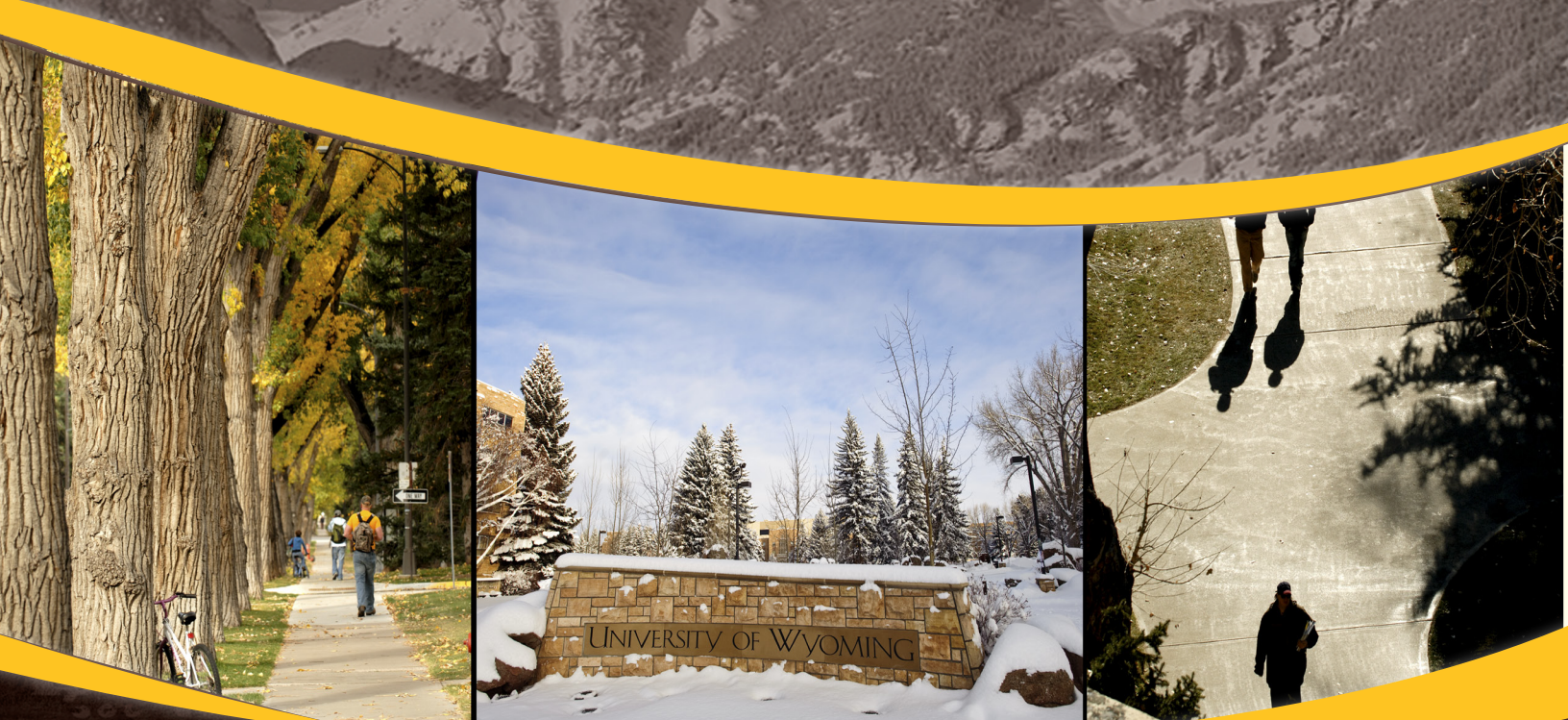


PhD in Marketing

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.

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.



PhD in Marketing

Admissions

The University of Wyoming is accepting applications for the fall semester. The deadline for submission is February 1st. Successful applicants will be notified by April 1st. 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 is in 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 may be made for summer internships with a local or 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 and second year, take a comprehensive (Preliminary) Examination and write an original dissertation.

Core Marketing Classes

The marketing core consists of courses on consumer behavior, marketing and public policy, research methods, philosophy of marketing science, and other topics of importance to the field. In addition, seminars often involve visiting scholars who work in the topic area and lead seminar sessions that focus on their research and experience. Some of the marketing scholars who have visited include: Laurie Anderson (Arizona State), Eileen Fisher (York), Betsy Howlett (Arkansas), Marlys Mason (Oklahoma State), Jeff Murray (Arkansas), Linda Price (Arizona), and Julie Ruth (Rutgers).

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.

Current Students

The current cohort of students come from diverse backgrounds and have a wide range of interest, including the process by which subsistence communities adapt to forced relocations, how persons can consumers who are also consumed in beauty pageants, the explicit and tacit motivations for "bucket lists," and health and well-being related decision making by subsistence consumers.

Faculty Teaching PhD Seminars

Stacey Menzel Baker

Stacey Baker has a MBA and Ph.D. (Marketing) from the University of Nebraska-Lincoln. Stacey's 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.

Baker, Stacey Menzel and Marlys Mason (2012), "Toward a Process Theory of Consumer Vulnerability and Resilience: Illuminating its Transformative Potential," in *Transformative Consumer Research for Global Welfare: Reviews and Frontiers*, eds. David Mick, Simone Pettigrew, Connie Pechmann, and Julie Ozanne, Taylor & Francis/Routledge.

Kent Drummond

Kent Drummond received his MBA from Northwestern University and his Ph.D. in Communications from the University of Texas at Austin. 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.

Kent Drummond (2011): Shame, consumption, redemption: reflections on a tour of Graceland, *Consumption Markets & Culture*, 14:2, 203-213.

John Mittelstaedt

John Mittelstaedt received his Ph.D. from the University of Iowa and his M.T.S. from Harvard. His research is in the areas of cultural, legal and geographic influences in marketing, sustainable marketing practices, marketing strategy and macromarketing theory.

Kilbourne, William E. and John D. Mittelstaedt. 2011. "From Profligacy to Sustainability: Can You Get There From Here?" in *Transformative Consumer Research for Personal and Collective Well-Being*, edited by David Mick, Simone Pettigrew, Cornelia Pechmann and Julie Ozanne, New York: Routledge, pp. 238-300.

Mark Peterson

Dr. Peterson received his Ph.D. in marketing from Georgia Tech. His research interests include research methods, marketing and society issues, as well as international marketing.

Bishop, Melissa and Mark Peterson, "Comprende Code-Switching? Young Mexican Americans' Attitudes and Responses to Language Alternation in Print Advertising", *Journal of Advertising Research*, 2011, 51 (4): 648-659.

José Antonio Rosa

José Antonio Rosa received his Ph.D. in Business Administration and Psychology from the University of Michigan. 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.

Madhubalan Viswanathan, José Antonio Rosa, and Julie A. Ruth (2010), "Exchanges in Marketing Systems: The Case of Subsistence Consumer-Merchants in Chennai, India," *Journal of Marketing*, 74(3), 1-17.

Kelly Tian

Kelly Tian is Professor of Marketing and Sustainable Business Practices. She received her B.S. and M.A. in Marketing from the University of Alabama in Tuscaloosa, and her Ph.D. in Marketing from Georgia State University. Her research interests include designing and testing interventions that improve sustainable consumption practice through use of information communication technologies such as virtual reality games, web-based graphic novels, and ubiquitous digital monitoring technologies.

Tian, Kelly, Pookie Sautter, Derek Fisher, Kevin Boberg, Sarah Fischbach, Temo Luna-Nevarez, Jim Kroger and Richard Vann (2012), "Toward Ubiquitous Health Care: Inspiring Consumer-driven Health Care Through the Humanization of Technologies," working paper, College of Business, University of Wyoming, under review at the *Journal of Consumer Research*.

Other Marketing Faculty

David Hunt

David Hunt received his Ph.D. in marketing from the Trulaske College of Business at University of Missouri. 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.

Peterson, Mark, Ahmet Ekici, and David M. Hunt (2010), How the Poor in a Developing Country View Business' Contribution to Quality-of-Life Five Years after a National Economic Crisis, *Journal of Business Research*, Forthcoming.

Stephanie Geiger Oneto

Stephanie Geiger Oneto earned a Ph.D. in marketing, with a psychology minor and an M.A. in Sociology from the University of Houston. 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.

Geiger-Oneto, Stephanie, Betsy D. Gelb, Doug Walker and James D. Hess "Elite Brands and Their Counterfeits: A Study of Social Motives for Purchasing Status Goods" (forthcoming in the *Journal of the Academy of Marketing Science*).

Terri Rittenburg

Dr. Rittenburg received her Ph.D. in marketing from the University of Nebraska-Lincoln. Terri's primary research interests are in macromarketing, marketing ethics, and international business ethics.

Connie R. Bateman, Sean Valentine, and Terri Rittenburg, "Ethical Decision Making in a Peer-to-Peer File Sharing Situation: The Role of Moral Absolutes and Social Consensus," forthcoming, *Journal of Business Ethics*.

For more information on faculty research and teaching, visit <http://www.uwyo.edu/mgtmkt/faculty-staff/>.



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Heather Patterson (hpatters@uwyo.edu) or Jose Rosa (jrosa1@uwyo.edu).*

