

PhD in Marketing

PROGRAM

Marketing PhD students establish a robust theoretical foundation for formulating practically significant ideas while honing their empirical skills in developing methods to test these ideas and theories. Our students choose to pursue one of the three specializations:

- Consumer Behavior
- Marketing Strategy
- Quantitative Modeling

In addition to the core marketing PhD seminars, students in each field will take courses from other disciplines, both within and outside of LeBow.

FACULTY

- **Accomplished researchers in their areas of specialization:** faculty members have publications in top academic journals such as *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Consumer Research*, *Marketing Science* and *Management Science*.
- **Opportunity for students to co-author research papers with faculty members, other students and alumni:** PhD students frequently produce quality academic publications before graduating from the program.
- **Weekly seminar series featuring speakers from top research institutions** such as University of Pennsylvania, NYU, Columbia, UT Austin and University of Michigan.

FUNDING

- Financial support for five years including tuition and fees, health insurance and a stipend.
- Funding available to facilitate students' participation in conferences, including travel expenses.
- Dedicated office space, access to research resources and Drexel's library, and fellowship opportunities that offer an increased annual stipend.

SETTING

Our campus is in University City, in the heart of metro Philadelphia, an area known for its diversity, lively business and restaurant scenes, and cultural and sporting attractions. In addition to our own seminar series, proximity to the University of Pennsylvania and the Wharton School affords students the opportunity to attend a variety of additional seminars and conferences.

RECENT PLACEMENTS

NEOMA BUSINESS SCHOOL, FRANCE
(Assistant Professor of Marketing)

SAN JOSE STATE UNIVERSITY
(Assistant Professor of Marketing)

INDIANA UNIVERSITY
(Assistant Clinical Professor of Marketing)

UNIVERSITY OF SAN DIEGO
(Assistant Professor of Marketing)

FORDHAM UNIVERSITY
(Assistant Professor of Marketing)