

# Marketing Ph.D.

The Ph.D. Program in Marketing at the Darla Moore School of Business seeks to prepare students for academic careers at major research universities. The program provides a strong grounding in research methodologies and content areas while allowing students the flexibility to pursue a minor or cognate area in a variety of fields that include economics and psychology.

## Our Program

Our philosophy in the Marketing Ph.D. Program at the Darla Moore School of Business is to provide rigorous, hands-on training whereby students work directly with faculty members on projects leading to publication. Our program has much to offer a prospective doctoral student that will help you throughout your career.

The best way to get a good job upon graduation is to earn publications while in graduate school. Our faculty members work closely with students to enhance opportunities for publications and conference presentations. We emphasize publications in the four leading marketing journals: *Journal of Consumer Research*, *Journal of Marketing*, *Journal of Marketing Research* and *Marketing Science*.

You'll also benefit from working in our experimental lab, where students and faculty run experiments on a regular basis, giving you greater insights and credentials in your area of focus.

Because our eclectic department represents a diverse range of expertise, you'll have many opportunities to pursue your specific areas of interest.

At the Moore School, you'll join a community of scholars that is deeply passionate about research and graduate student development. Ours is an active, friendly culture where students work closely with each other and with faculty. The environment is supportive and collegial.

## Recent Placements

Our Ph.D. alumni are currently on the faculty at University of Arkansas, University of Connecticut, University of Nebraska, University of Pittsburgh, University of Virginia, California State University, Chapman University, Hofstra University, Vanderbilt University and Virginia Tech, among others.

## Admission

All application materials must be received by **December 15**. To qualify for additional university merit-based funding, early application is encouraged. Potential students are assessed on their GMAT (or GRE) scores, grade point averages obtained during undergraduate and other graduate study, educational goals as described in their personal statements, letters of recommendation and, in the case of non-native speakers of English, TOEFL scores.

Because strength in one area can compensate for weakness in another, no minimum scores are established for any of the admissions criteria. However, competitive applicants typically have TOEFL scores of 100 or above (Internet based test), GMAT scores of at least 650, and undergraduate grade point averages of at least 3.0.

## Contact Information

For further information about the program, contact:

**Dr. Priyali Rajagopal**

Associate Professor of Marketing  
priyali.rajagopal@moore.sc.edu



**Doctoral Degree Programs** Darla Moore School of Business  
University of South Carolina

# Marketing Ph.D.

## Our Faculty

Our students work closely with a group of extraordinarily productive and well-regarded researchers and mentors.

- Members of our faculty consistently publish in top academic journals.
- Our faculty members have won some of the most prestigious research awards in the field. These include best paper awards from the *Journal of Marketing* and the *Journal of Marketing Research*. Our faculty members also serve on the editorial boards of most of the leading journals in the field.
- Our faculty is a vibrant mix of young and established scholars.

**Rafael Becerril**, Assistant Professor: Quantitative models, product line decisions, pricing, services

**Eva Buechel**, Assistant Professor: Consumer judgment and decision making, affect

**David K. Crockett**, Associate Professor: Sociological aspects of consumer behavior; class, gender and racial inequality in the marketplace; consumer, managerial and public policy initiatives designed to alleviate inequality

**Manpreet Gill**, Assistant Professor: Econometric models in marketing decisions, marketing strategy

**Abhijit Guha**, Assistant Professor: Two-stage decisions, behavioral pricing

**Elise Chandon Ince**, Assistant Professor: Linguistics, information processing

**Ram Janakiraman**, Associate Professor: Consumer learning/ structural models, applied econometric models, social and digital media, multichannel marketing, big data issues, health/health care marketing, retailing

**Satish Jayachandran**, Professor: Marketing strategy, market responsiveness of organizations and pharmaceutical marketing

**Kartik Kalaiganam**, Associate Professor: New product alliances and customer relationship management

**Priyali Rajagopal**, Associate Professor: Consumer memory and information processing

**Chris Summers**, Assistant Professor: Inference making, meta-cognition, persuasion

**Chen Zhou**, Assistant Professor: Service marketing, interfirm relationships

## Costs and Stipends

All admitted Ph.D. students receive a competitive stipend, a 100 percent tuition supplement, and a 100 percent medical insurance subsidy.

## Contact Information

Students make a large commitment when they enter a doctoral program. It is important that you make a fully informed decision. If you have any questions, please feel free to contact:

**Dr. Priyali Rajagopal**

Associate Professor of Marketing  
priyali.rajagopal@moore.sc.edu

[www.moore.sc.edu/phd.marketing](http://www.moore.sc.edu/phd.marketing)

## Columbia, S.C.

Columbia offers a desirable quality of life, with diverse cultural and recreational opportunities and a low cost of living. The state capital, Columbia is two hours from some of the U.S.'s best beaches and two hours from the mountains. The Columbia area has ample affordable housing near campus and in nearby communities. The climate is warm in the summer and mild in the winter, with distinct seasonal changes. Most outdoor activities can be pursued year-round. Students who have children have found Columbia to be a very welcoming and nurturing location.



UNIVERSITY OF  
**SOUTH CAROLINA**  
Darla Moore School of Business