

Areas of Specialization

Advertising; Consumer Behavior; Marketing Strategy

The acclaimed Department of Marketing at the College of Business, New Mexico State University, offers a rigorous doctoral program in Marketing. Our Ph.D. program is differentiated in that it is deliberately predicated upon training and developing "Teacher Scholars" – graduates who are not only well-trained and competent in research design, execution, and publishing, but who will also excel in teaching.

Our Ph.D. program is designed to train business school professors who will add significant value to the marketing departments, business colleges, and universities who hire them.

We provide students with exceptional opportunities to collaborate with professors on cutting-edge research projects and refine their expertise in their chosen area of marketing scholarship. In addition, we offer formal and informal mentoring on key aspects of teaching including course design and student management, while also preparing students for emerging delivery formats (e.g., online teaching).

You will:

- Be thoroughly trained in scholarly research processes, from problem identification to research design and execution to knowledge dissemination (conference submissions and papers; peer-reviewed journal article submissions, etc.).
- Work with faculty experts who are highly accomplished, published scholars in their fields of marketing thought.
- Understand through coursework and mentoring the process of navigating an "academic career" in today's business schools.
- Benefit from mentoring relationships with Marketing Department faculty – relationships that often persist for years or decades after you graduate.
- Garner a solid foundation of professional ethics, values, and career-guiding principles. In turn, these should create a personal ethical framework which leads to a high degree of integrity related to managing one's career, conducting research and teaching, and interacting with your colleagues both internally and externally (consistent with NMSU's positioning as a "Caring Community").



The College of Business at New Mexico State University, and its academic programs, are accredited by The Association to Advance Collegiate Schools of Business (AACSB).

AACSB-accredited schools have the highest quality faculty, deliver relevant and challenging curriculum, and provide educational and career opportunities that are not found at other business schools.

Less than 5% of the world's 13,000+ business schools are accredited by AACSB.

We are excited about the possibility of you joining our Ph.D. program in Marketing and pursuing your dream of becoming a business school professor.
We look forward to reviewing your completed application!