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”).

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!
Faculty Research Interests & Expertise

Dr. Bruce A. Huhmann (bhuhmann@nmsu.edu). Ph.D. University of Alabama: Advertising.

Dr. Michael R. Hyman (mhyman@nmsu.edu). Ph.D. Purdue University: Marketing theory; Marketing ethics; survey research methods; consumer advertising.

Dr. Mihai Niculescu (niculem@nmsu.edu). Ph.D. University of Cincinnati: Choice modeling; behavioral marketing; consumer psychology.

Dr. Collin R. Payne (crp@nmsu.edu). Ph.D. Brigham Young University: Consumer behavior; social marketing.

Dr. Christopher R. Plouffe (cplouffe@nmsu.edu). Ph.D. Ivey Business School, Western University: Sales performance & management of the sales function; buyer-seller relationships; technology diffusion and adoption.

Dr. Ivonne M. Torres (jasso@nmsu.edu). Ph.D. University of Houston: Advertising; political marketing; social media.

Testimonials from Our Ph.D. Alumni

The PhD program at NMSU prepared me for a career in academia by providing a foundation in marketing theory and research methods. We were encouraged early on in the program to engage in research to join the conversation in the various fields within marketing.

Dr. Pia A. Albinsson ('09)
John W. Guffey Jr. Professor
Department of Marketing, College of Business, Appalachian State University

The PhD program at New Mexico State University afforded me an opportunity that forever changed the course of my life and career, during which, I was given the freedom to grow my teaching skills and explore areas of interest for my research program. Throughout this journey, support, rigor, and collegiality were readily apparent. I treasured my time as a doctoral student and am nostalgic about it today.

Dr. Jeremy J. Sierra ('05)
Stephen R. "Steve" Gregg, Sr. Excellence Professor
Department of Marketing, McCoy College of Business, Texas State University

This flexible program provided me a wonderful opportunity to pursue my research interests. More importantly, the friendly and patient professors facilitated the discovery and development of my own research strengths.

Dr. Zhilin Yang ('01)
Professor
Department of Marketing, City University of Hong Kong

How to Apply

Visit us at https://business.nmsu.edu/academics/graduate-programs/mktg-phd for instructions, deadlines, curriculum, and contacts.