Areas of Specialization in Marketing:
(1) Marketing Strategy; (2) Consumer Behavior (incl. Advertising)

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).

Skills Gained in NMSU’s Ph.D. Program in Marketing will Ensure You:
- Are thoroughly trained in scholarly research processes, from problem identification and research design / execution to knowledge dissemination (conference submissions and papers; peer-reviewed journal article submissions, etc.).
- Will work with faculty experts who are highly accomplished, published scholars in their fields of marketing thought. NMSU Marketing Faculty have recently published in some of the field’s most prestigious journals, including: *Journal of Marketing; Journal of the Academy of Marketing Science; Journal of Consumer Psychology; the Journal of Advertising*, and many others.
- Understand through your coursework and Ph.D. 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; advising students; 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!

Application Deadline for the Fall 2020 PhD Class is: Feb. 1, 2020 (for Full Financial Aid Consideration)
Faculty Research Interests & Expertise

Dr. Erin Baca Blaugrund (erinbaca@nmsu.edu). Ph.D. University of Mississippi: Sales & sales management; buyer-seller relationships; ethics in marketing / business; advertising; social media

Dr. Gabriel Gazzoli (gazzoli@nmsu.edu). Ph.D. Oklahoma State University: Frontline service transactions; services employees; customer management; patient safety & experience

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. 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

Dr. Yanfen (Cindy) You (yyou@nmsu.edu). Ph.D. University of Wisconsin – Milwaukee: Consumer behavior; linguistic framing; relationship marketing; consumer psychology

Dr. Jianjun (John) Zhu (johnzhu1@nmsu.edu). Ph.D. University of Iowa: AI in marketing; the sharing economy; crowdsourcing & crowdfunding; social media; innovation; strategic alliances; international marketing

Testimonials from NMSU Marketing Ph.D. Alumni

-- The NMSU faculty were exceptional teachers, colleagues, and collaborators who guided and mentored me through amazing learning experiences to obtain my Ph.D. This program was the right choice for me which providing the skills, knowledge, background, and foundation as a researcher and educator, as well as friendships for life. The best result of my Ph.D. in Marketing from NMSU (2019) was receiving multiple job offers from well-respected universities!

Dr. Megan C. Good (2019)
Assistant Professor
Department of Marketing & Supply Chain Management, College of Business, Eastern Carolina University

-- The Ph.D. 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 (2009)
John W. Guffey Jr. Professor
Department of Marketing, College of Business, Appalachian State University

-- The Ph.D. 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 (2005)
Stephen R. “Steve” Gregg, Sr. Excellence Professor
Department of Marketing, McCoy College of Business, Texas State University

Apply by Feb. 1, 2020 for the Fall 2020 Class!
Visit us At: https://business.nmsu.edu/academics/graduate-programs/mktg-phd for instructions, deadlines, curriculum, and contacts.