The Department of Marketing

The Department of Marketing in ASU's W. P. Carey School of Business is highly regarded for academics, a large and diverse faculty, and research expertise in consumer behavior, quantitative marketing, marketing strategy, and services marketing. A departmental research lab, which hosts over 400 student participants each week, helps our behavioral researchers gain valuable insights into consumers, brands, products, and more.

Consistently ranked among the best in the nation, our faculty research program also involves corporate partners, who provide extensive guidance and support.

About the W. P. Carey School of Business

One of the largest business schools in the United States, ASU's W. P. Carey School of Business is internationally recognized for its leadership in business education.

The school is consistently ranked among the best business schools by U.S. News & World Report and other publications for undergraduate programs, MBA programs, and online learning. Likewise, the research productivity of our faculty is highly regarded, consistently ranked top 30 worldwide by the University of Texas at Dallas Top 100 Business School Research Rankings.

Our mission

The W. P. Carey School of Business educates tomorrow's business leaders, takes an entrepreneurial approach to learning, and conducts groundbreaking research in order to create positive change on a global scale.

Our vision

The W. P. Carey School of Business creates leaders who:

- Rethink the nature of business
- Engage the world
- Create a better future

Doctoral programs

Examining one of eight distinct fields of study, W. P. Carey PhD graduates embark on careers in research and academia, learning from thought leaders in their respective fields, and gaining the resources of America's largest public university. Our motivated students bring unique experiences and backgrounds to local and global challenges.

The W. P. Carey School of Business offers the following doctoral degrees:

- PhD in business administration with concentrations in
  - Accountancy
  - Agribusiness
  - Finance
  - Information systems
  - Management
  - Marketing
  - Supply chain management
- PhD in economics
About our research
In the most recent rankings of marketing departments with the most research impact, the Department of Marketing at the W. P. Carey School ranks in the top 10 in the U.S., and Edward M. Carson Chair in Service Marketing Mary Jo Bitner is the 16th most cited marketing scholar in the country.*

Center for Services Leadership (CSL)
Launched in 1985, CSL stands at the forefront of services research and executive education. It’s prestigious advisory board provides support and counsel for our research activities.

Representative research-active faculty
- Mary Jo Bitner: Services marketing
- Ruth Bolton: Customer relationship management
- Naomi Mandel: Consumer behavior
- Andrea Morales: Social influences on consumption choices
- Sungho Park: Empirical modeling
- Michael Wiles: Brand strategy and stock market impact

*Institute for Research in Marketing Research at the Carlson School of Management

The PhD in business administration with a concentration in marketing
A full-time residential program for students whose career goals are full-time, tenure-track research, and teaching positions at research-focused universities, the PhD program will develop your capability to recognize marketing-related problems, frame these problems into research questions, and address them in a scholarly way.

During the program, you will review, analyze, conduct, and publish research. A series of doctoral seminars and research methods courses, as well as participation in active research projects, will prepare you for your research.

Additionally, you will strengthen and hone your teaching skills through assignments as a teaching assistant or instructor. The PhD program is designed to be completed in four to five years.

Sample PhD alumni affiliations
- Emory University
- Northeastern University
- Pepperdine University
- Rutgers University
- San Diego State University
- Texas Christian University
- Wake Forest University
- University of Georgia
- University of Hong Kong
- University of Missouri

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