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, George Washington University, University of Nebraska, University of Pittsburgh, Texas A&M University, and the University of Virginia, Virginia Tech, among others.
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
Elise Ince Chandon, Assistant Professor: Impact of linguistics (language structure, meaning, phonetics, fluency) on consumer behavior
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
Bikram Ghosh, Associate Professor: Marketing strategy and customer relationship management
Satish Jayachandran, Professor: Marketing strategy, market responsiveness of organizations and pharmaceutical marketing
Kartik Kalaignanam, Associate Professor: New product alliances and customer relationship management
Thomas Kramer, Associate Professor: Factors that influence preference construction and subsequent decision-making, including consumer beliefs and complex affective experiences
Priyali Rajagopal, Associate Professor: Consumer memory and information processing
Randall L. Rose, Professor: Persuasive communication, interpersonal influences on consumer behavior, social marketing and risky consumer behavior
Felipe Thomaz, Assistant Professor: Financial impact of marketing activities, social networks
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. Thomas Kramer
Associate Professor of Marketing
thomas.kramer@moore.sc.edu

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.