Marketing (PhD)

Ryan Rahinel, Program Coordinator
477 Lillis
rahinel@uoregon.edu

The Lundquist College of Business Doctoral Program in Marketing develops scholars who will be productive researchers and effective teachers at leading colleges and universities throughout the world.

The program emphasizes analytical training in marketing and quantitative methods along with economics or the behavioral sciences. It equips students to conduct original research on important problems that are of interest to both academics and practitioners in the field of marketing.

The marketing faculty have received their doctoral training at leading business schools and behavioral science departments. They are active researchers who publish regularly in scholarly marketing journals. Many have or currently serve on editorial review boards at prominent journals and are widely recognized for their research, including national research excellence awards.

Please visit the Marketing PhD Program Coordinator website (https://business.uoregon.edu/programs/phd/concentrations/marketing/) page for requirement information.

Program Learning Outcomes

Upon successful completion of this program, students will be able to:

- Acquire advanced knowledge relevant to their areas of specialization.
- Develop advanced research skills for their areas of specialization.
- Assume teaching responsibilities at high-quality colleges and universities.
- Successfully graduate and place at high-quality, research-focused colleges and universities.