



Doctor of Philosophy

Marketing

The program

The Marketing PhD program prepares students to advance knowledge on the complex interactions between consumers and markets. Students work collaboratively with faculty and gain the experimental, quantitative and analytical skills necessary to conduct research on the drivers of consumer behavior, the mechanisms of consumer decision-making and the indicators of firms' strategic success.

Research interests of marketing faculty and doctoral students include consumer financial decision-making, marketing communication and persuasion, innovation, pricing, corporate social responsibility, social network effects, and social listening.

World-class training

PhD students are trained to become thought leaders in academic marketing research. The curriculum provides expert-level training in statistical and experimental methods, quantitative marketing, predictive modeling and theory building.

We employ a junior-collaborator training model: Our award-winning faculty leverage their expertise to help students grow into independent thinkers. Doctoral students build a portfolio of research projects that are relevant to many stakeholders, including researchers, practitioners and policy-makers.



Leeds School of Business
UNIVERSITY OF COLORADO **BOULDER**

Distinguish your education

Leeds School of Business stands on the cutting-edge of business education, positively transforming the future of business by inspiring and educating the next generation of leaders. Consistently ranked among the top business schools in the country, Leeds delivers an innovative, experiential curriculum taught by internationally renowned faculty.

What we look for

The PhD program prepares students to be researchers and teachers at major universities. Hence, applicants are evaluated on their potential to become leading scholars.

Applicants must be intellectually curious and highly motivated by academic inquiry, with strong research and communications skills.

Admissions decisions are based on test scores, previous academic performance, work experience, letters of recommendation, research interests and activities that demonstrate tenacity and scholarly potential.

Explore your future at Leeds

Email: leedsphd@colorado.edu

Web: colorado.edu/business/phd

Phone: 303.492.4578



Program Director

Dr. Alixandra Barasch

alix.barasch@colorado.edu

Alix studies how new technologies are fundamentally reshaping consumer behavior and well-being. One stream of her research investigates how different technologies (e.g., photo-taking, live streaming, personal quantification) affect consumers' enjoyment and memories of their experiences, as well as their pursuit of goals and interpersonal relationships. Another stream of her research explores how people communicate with others in online contexts, decide to share information or resources with others, signal their status or good qualities to others through social media, and make inferences based on the signals they receive from others. And finally, Alix also studies morality and prosocial behavior, such as what motivates people to do good deeds, how they perceive the good deed of others, and how they evaluate the fairness and welfare impact of new technological innovations.

She earned her Ph.D. in Marketing from The Wharton School, University of Penn. Previously, she was an Assistant Professor at New York University and a Visiting Associate Professor at INSEAD.