



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

Marketing 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**

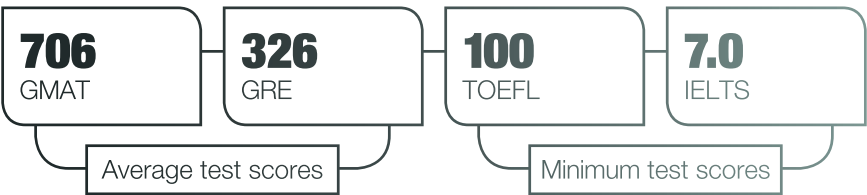
Distinguish your education

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
Philip Fernbach

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Phil Fernbach is an associate professor of marketing at the Leeds School of Business. He is a cognitive scientist who studies how people think, and he applies insights from his research to improve public discourse and help consumers and managers make better decisions. He is co-author of the 2017 book, *The Knowledge Illusion: Why We Never Think Alone*, which was chosen as an Editor’s Pick by the *New York Times*.

He received his PhD from Brown University and his undergraduate degree in philosophy from Williams College.