



**ENHANCE YOUR KNOWLEDGE.  
EXPAND YOUR POTENTIAL.**

## **Ph.D. in Business Administration: Marketing and Professional Sales**

Excel in research, teaching, and leadership positions in academia

Conduct and publish cutting-edge research on consumer behavior, marketing strategy, business-to-business, and more

### **YOUR NEXT STEPS TO JOIN THE KSU PH.D. IN BUSINESS ADMINISTRATION PROGRAM**

- 1** Attend an info session (in person or virtually)
- 2** Complete a workshop on how to write a research interest overview (RIO) and submit
- 3** Participate in an interview
- 4** Await enrollment decision



#### **TURBOCHARGE YOUR ACADEMIC CAREER**

Gain the knowledge and research skills to publish in respected peer-reviewed journals

Lead classrooms and inspire students



#### **WORK WITH THE BEST**

Your faculty mentors are published researchers who are experts – and often experienced professionals – in their fields



#### **ONCE A MONTH RESIDENCY**

Earn your research doctorate in as little as 3 years

Keep your career while you study



#### **AACSB ACCREDITED**

AACSB International accreditation is the gold standard among collegiate business schools, reflecting the experience of our faculty, the quality of our program, and the success of our students.

**Discover more reasons why KSU's Ph.D. in Business Administration is right for you and apply for an info session today!**



# THE KSU PH.D. ADVANTAGE



**Faculty Committed to Your Success**  
Our faculty are respected, published scholars dedicated to student success.

## EXCELLENT JOB PLACEMENT RECORD

Marketing and Professional Selling Ph.D. graduates are now leaders at institutions such as:

- Indiana State University
- Oglethorpe University
- Troy University
- Loyola State
- Florida State University
- Georgia College and State University

## ACCESS TO REAL INDUSTRY KNOWLEDGE

Resources like the Coles College Center for Professional Selling provide a platform for students to expand their research. Students also present at major national and regional marketing conferences, including:

- ◆ The American Marketing Association's Educator's Conference
- ◆ The Society of Marketing Advances Annual Conference

## CONNECTIONS TO THE INDUSTRY

Prominent academic scholars regularly visit to share insights with students. Examples include:

- Jagdish Sheth:** Charles H. Kellstadt Professor of Business, Goizueta Business School, Emory University
- James Roberts:** Ben H. Williams Professor of Marketing, Baylor University

## FACULTY EXPERTS IN THEORY AND PRACTICE

You can collaborate on research with our faculty on a variety of areas, such as:

- ◆ **Consumer Behavior:** Artificial Intelligence, Digital, Social-media, Innovation, Well-being, Materialism, Sustainability, Privacy
- ◆ **Marketing Strategy:** Sales, Business to Business, Entrepreneurship, Leadership, C-suite, Compensation, Professional Selling

## OPPORTUNITIES TO PUBLISH

Peer-reviewed journals featuring research from our students and graduates:

- ◆ Journal of the Academy of Marketing Science
- ◆ Journal of Services Research
- ◆ Journal of Business Research
- ◆ Journal of Global Scholars of Marketing Science
- ◆ Journal of Product & Brand Management

Learn more about our expert faculty by visiting [ColesCollege.com/marketing](https://www.colescollege.com/marketing)

***"My time in the KSU Ph.D. program is best summarized as the most difficult experience I've ever loved! Challenging yet fulfilling; competitive yet collaborative; demanding yet satisfying."***

Rebecca Burcham  
Assistant Professor, Lipscomb University  
Ph.D. Graduate 2020

