PhD in Marketing with a Minor in Neuropsychology

Who are we?
- A top-ranking graduate school of management in the Sonoran Desert of Tucson, Arizona
- A collegial marketing department with world-class researchers
- A dynamic marketing research group with backgrounds in psychology, sociology, economics and neuroscience

What are we looking for in you?
- You actively initiate project ideas
- You enjoy conceptual and creative work
- You have or are close to finishing your bachelor or master degree in neuroscience, marketing, psychology, sociology and/or economics
- You possess excellent English language skills

What are our research resources?
- Access to a state-of-the-art Siemens Skyra 3T fMRI scanner
- Access to a large subject pool
- Access to our behavioral lab with 10 rooms, each equipped with a computer and a video camera
- Access to world-class scientists that frequently publish in top marketing journals (Journal of Marketing Research, Marketing Science, Journal of Consumer Research and Journal of Consumer Psychology, among others) and general science journals (Proceedings of the National Academy of Sciences, Psychological Science, Journal of Experimental Psychology: General)

What are the next steps?
- You submit your application here: marketing.eller.arizona.edu/doctoral
- We review your application and then may conduct a Skype interview with you

You will...
Study the basics of marketing and consumer behavior, in courses such as:
- Psychological Aspects of Consumer Behavior
- Sociocultural Aspects of Consumer Behavior
- Marketing Constructs and Measures
- Design and Conduct of Experimental Research

Specialize with a minor in neuropsychology, such as:
- Principles of Neuroanatomy
- Psychophysiology
- Human-Brain Behavior Relationships
- Cognitive Neuroscience
- Computational Neuroscience

Run your own research projects and write your dissertation:
- Independent Study with Academic Advisor
- Dissertation

What are your opportunities and goals?
- Developing your own dissertation research project at the interface of marketing and neuroscience
- Creating talks for presentation at national and international conferences
- Creating manuscripts for publication in world-class journals
- Assisting with courses
- Living in Arizona with near-perfect weather year-round at an affordable cost of living
- Getting a full stipend for up to five years, including healthcare benefits and tuition coverage
- Goals:
  - PhD degree in five years
  - Placing you as a marketing researcher with a focus on neuropsychology

Consumer Neuroscience