



THE UNIVERSITY OF ARIZONA
**Eller College
of Management**



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 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 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

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 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

Consumer Neuroscience