

# BUSINESS: MARKETING, PHD

The Business: Marketing, PhD is designed to prepare students for academic careers at top universities. A career as a marketing faculty member offers a high degree of intellectual stimulation, creative freedom, and the opportunity to develop and disseminate new knowledge via research and teaching.

Student research is supported by faculty in four core areas that include quantitative modeling, consumer psychology, consumer culture theory, and marketing strategy.

Our faculty members contribute to significant advancements in the theory and practice of marketing, as evidenced by our recently published journal articles (<https://business.wisc.edu/faculty-research/marketing/featured-publications/>).