



**KENNESAW STATE
UNIVERSITY**
COLES COLLEGE OF
Ph.D. in Bud



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

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

1. **Program Description**
The Ph.D. in Business Administration: Marketing and Professional Sales program is designed to prepare students for careers in research, teaching, and leadership in the field of marketing and professional sales. The program includes coursework in advanced marketing theory, research methods, and professional sales practices, along with a dissertation project.

THE KSU PH.D. ADVANTAGE



EXCELLENT JOB PLACEMENT RECORD

Over 90% of our graduates find employment within 6 months of graduation. Our graduates are highly sought after by employers in the marketing field.

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

FACULTY EXPERTS IN THEORY AND PRACTICE

Our faculty are experts in their fields and bring a wealth of practical experience to the classroom.

Consumer Behavior: A

Understanding consumer behavior is essential for developing effective marketing strategies. Our faculty provide a comprehensive understanding of consumer behavior and its impact on the marketplace.

Marketing Strategy: A

Marketing strategy is the foundation of any successful business. Our faculty provide a comprehensive understanding of marketing strategy and its impact on the marketplace.

ACCESS TO REAL INDUSTRY KNOWLEDGE

Our faculty have extensive industry experience and provide real-world insights into the marketing field. This knowledge is invaluable for our students as they prepare for their careers.

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

OPPORTUNITIES TO PUBLISH

Our faculty are encouraged to publish their research in peer-reviewed journals, providing them with the opportunity to contribute to the field of marketing.

CONNECTIONS TO THE INDUSTRY

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

