Insightful research for visionary management

The Marketing PhD program at Desautels is exceptional for two key reasons. Firstly, Desautels is very strong in research. The program offered me everything that I needed to become a successful researcher. Secondly, Desautels is very generous and supportive. For example, it provided me with several fellowships that enabled me to focus on my dissertation and to present my papers at numerous conferences. Overall, pursuing my PhD at Desautels was definitely a valuable experience that I’ll never forget.”

—Sumitra Auschaitrakul, PhD 2016
Assistant Professor of Marketing, University of the Thai Chamber of Commerce, Thailand

PhD PROGRAM IN MANAGEMENT

The PhD Program in Management at McGill offers the best of American and European approaches to doctoral studies. We combine structured coursework with student autonomy, and create a cooperative environment between students, faculty, and the four collaborating universities: McGill University, HEC-Montréal (affiliated with Université de Montréal), Concordia University, and Université du Québec à Montréal. PhD students have access to over 250 professors qualified to direct doctoral research, as well as the vast library resources of the four institutions. Courses are offered in English and in French. The multicultural, metropolitan atmosphere of Montreal provides a stimulating research environment with its numerous centres, industrial consortia, and multinational corporations.

Faculty members’ research interests are wide-ranging and cover topics such as:

- Advertising and media
- Social influence
- Online Behaviours
- Prosocial Behaviours
- Marketing effectiveness
- Multi-channel management
- Analytics-based decision making

MARKETING

Marketing at McGill University’s Desautels Faculty of Management studies the behaviour of consumers, competitors, and intermediaries, and the outcomes of their decisions as they relate to the performance of firms and brands.

Typical doctoral level courses:

- Models in Consumer Research
- Advances in Consumer Behavior
- Automatic Consumer Behavior
- Topics in Marketing Strategy
- Topics in Service Science
- Decision-Neuroscience
- Topics in Pricing Models *
- Advanced Topics in Marketing *
- Consumer Research Methodology *
- Online Consumer Marketing *
- Measurement *

*Offered by Joint PhD Program universities

Typical support fields:

- Economics
- Psychology
- Industrial Organization
- Statistics
- Behavioural Science

For more information, please visit:
www.mcgill.ca/desautels/phd

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