

Evaluating the impact  
of marketing strategies  
and tactics on  
consumers, brands,  
firms, and competition.

**PhD IN MANAGEMENT**  
**MARKETING**

# Insightful research for visionary management

*“The PhD program in the field of marketing 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**  
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 (JMSB), and Université du Québec à Montréal (ESG). PhD students have access to over 520 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 (optional). The multicultural, metropolitan atmosphere of Montreal provides a stimulating research environment with its numerous centres, industrial consortia, and multinational corporations.

## Marketing

Marketing at McGill University’s Desautels Faculty of Management studies the impact of firms’ marketing activities on consumers and firms. They use multifaceted approaches (consumer behaviour, qualitative, and quantitative methods) to measure the performance of various marketing strategies and contribute to the advancement of marketing theory and industrial practice.

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

- Advertising and media
- Consumer psychology
- Consumer neuroscience
- Marketing analytics
- Machine learning
- Omni-channel management
- Online / mobile shopping
- Privacy
- Prosocial behaviours
- Retailing
- Social media and social influence

## Typical doctoral level courses:

- Advances in Consumer Behaviour
- Decision Neuroscience
- Models in Consumer Research
- Precision Retailing
- Social Network Analysis for Social Science Research
- Econometrics
- Machine Learning\*
- Pricing Models\*
- Online Consumer Marketing\*
- Advances in Consumer Behaviour\*

\*Offered by Joint PhD Program Universities

## Typical support fields:

- Computer Science
- Economics
- Psychology
- Statistics