



**KENNESAW STATE
UNIVERSITY**
COLES COLLEGE OF BUSINESS
Doctor of Philosophy in Business Administration



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

PhD in Business Administration: Marketing and Professional Sales

Excel in research, teaching, and leadership positions in academia

Conduct and publish cutting-edge research on consumer behavior, marketing strategy, business-to-business, and more

YOUR NEXT STEPS TO JOIN THE KSU PHD IN BUSINESS ADMINISTRATION PROGRAM

- 1** Attend an info session (in person or virtually)
- 2** Complete a workshop on how to write a research interest overview (RIO) and submit
- 3** Participate in an in-person interview
- 4** Await enrollment decision



TURBOCHARGE YOUR ACADEMIC CAREER

Gain the knowledge and research skills to publish in respected peer-reviewed journals

Lead classrooms and inspire students



WORK WITH THE BEST

Your faculty mentors are published researchers who are experts – and often experienced professionals – in their fields



ONCE A MONTH RESIDENCY

Earn your research doctorate in as little as 3 years

Keep your career while you study



AACSB ACCREDITED

AACSB International accreditation is the gold standard among collegiate business schools, reflecting the experience of our faculty, the quality of our program, and the success of our students.

**Discover more reasons why KSU's
PhD in Business Administration is
right for you and apply for an info
session today!**





Faculty Committed to Your Success

Our faculty are respected, published scholars dedicated to student success.

Excellent Job Placement Record

Marketing and Professional Selling

PhD graduates are now leaders at institutions such as:

Indiana State University
Oglethorpe University
Troy University
Loyola State

Florida State University
Georgia College
and State University

Access to Real Industry Knowledge

Resources like the Coles College Center for Professional Selling provide a platform for students to expand their research. Students also present at major national and regional marketing conferences.

Connections to the Industry

Prominent academic scholars regularly visit to share insights with students. Examples include:

Jagdish Sheth, Charles H. Kellstadt Professor of Business, Goizueta Business School, Emory University

James Roberts, Ben H. Williams Professor of Marketing, Baylor University

THE KSU PHD ADVANTAGE

Opportunities to Publish

Peer-reviewed journals featuring research from our students and graduates:

**Journal of the Academy
of Marketing Science**

Journal of Services Research

Journal of Business Research

**Journal of Global Scholars
of Marketing Science**

**Journal of Product
& Brand Management**

Faculty Experts in Theory and Practice

You can collaborate on research with our faculty on a variety of areas, such as:

Consumer Behavior: Artificial Intelligence, Digital, Social-media, Innovation, Well-being, Materialism, Sustainability, Privacy

Marketing Strategy: Sales, Business to Business, Entrepreneurship, Leadership, C-suite, Compensation, Professional Selling

“My time in the KSU PhD 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
PhD Graduate 2020

