Facilities for Graduate Work
The physical facilities, computing systems, and research centers that support graduate work in the McCombs School are described in the Business Administration section under Facilities for Graduate Work. Of particular relevance to marketing students are the McCombs School Behavioral Research Laboratory and the Center for Customer Insight and Marketing Solutions, which works to develop pragmatic, market-relevant management knowledge, skills, and experience.

Areas of Study
Graduate work in marketing is offered in the following areas: consumer behavior, marketing strategy, and quantitative marketing.

Graduate Studies Committee
The following faculty members served on the Graduate Studies Committee (GSC) in the spring 2024 semester.

Susan M Broniarczyk  
Doug Chung  
Rowena Crabbe  
William H Cunningham  
Rex Du  
Jason A Duan  
Andrew D Gershoff  
Linda L Golden  
Ty Thomas Henderson  
Wayne D Hoyer  
Amit Kumar  
Alain Lemaire  
Kathleen T Li  
Vijay Mahajan  
Leigh M McAlister  
Robert A Peterson  
Ethan H Pew  
Rajagopal Raghunathan  
Raghunath S Rao  
Annabelle R Roberts  
Garrett P Sonnier  
Rajashri Srinivasan  
Adrian F Ward  
Gizem Yalcin Williams

Admission Requirements
Admission to the PhD and MS in Marketing programs is extremely competitive. Admission decisions are made by the Doctoral Admission Committee and MS in Marketing Admission Committee respectively and are based on a balanced consideration of multiple factors, including academic credentials, test scores, work experience, personal statement, and letters of recommendation. Students must enter the MS in Marketing Option III program in the summer semester. Applicants admitted to the MS in Marketing Option III program will be required to submit a nonrefundable enrollment deposit to secure enrollment in the program.