



Enhancing Diversity in the Marketing Profession

The Opportunity: Marketing Doctoral Programs Lack Diversity

Research suggests that the number of African Americans, Latinos, and Native Americans pursuing doctoral degrees in marketing is too low to reach a future goal of increased diversity in the marketing profession. From 1983-1998, only 86 (5.6%) of the 1,533 awarded doctoral degrees in marketing were given to underrepresented populations (48 by African Americans, 25 by Hispanics, and 13 by Native Americans.) For many of the years during this period there was just one member of each of these underrepresented populations earning a doctoral degree in marketing, and for several years there were none. In 2005, 13 of the 63 doctoral degrees awarded in Marketing were earned by underrepresented populations. Although this is an improvement from prior years, much work still needs to be done to achieve the goal of increased diversity in the marketing profession.

AMAF Addresses the Need with Valuing Diversity Ph.D. Scholarships

After reviewing the research, the American Marketing Association Foundation (AMAF), with the strong support of the AMA, has responded by offering scholarships that help widen the opportunities for members of underrepresented groups to attend marketing doctoral programs. These scholarships support the objectives of The PhD Project as stated on their Web site (www.phdproject.com):

- increasing the number of minority business professors who can serve as role models and mentors;
- influencing more minorities to pursue business degrees; and
- reaching the goal of a better prepared and more diversified workforce.

The AMAF's Valuing Diversity Ph.D. Scholarships will add to the efforts of The PhD Project, which has harnessed the support of corporate, foundation, and professional organization sponsors to achieve a significant increase in the number of minority faculty members on business school faculties.

In certain fields of doctoral studies Ph.D. Scholarships have been available for underrepresented populations. For example, scholarships for doctoral studies in finance and accounting are offered by CitiGroup and KPMG, respectively. But until the AMAF launched its Valuing Diversity Ph.D. Scholarship Program in 2003, no program existed to provide this same opportunity for doctoral studies in marketing. This year, Demetra Andrews, University of Houston, Iana Castro Nelson, Arizona State University, Kelly Cowart, Florida State University, Samantha Cross, University of California, Irvine, Nakeisha Ferguson, University of Texas at Austin, Robert Harrison, University of Nebraska – Lincoln and Edward Nowlin, University of Nebraska - Lincoln were honored as recipients of the AMAF Valuing Diversity Ph.D. Scholarships.

The Application and Judging Process

Applicants must meet the following requirements:

- They must be from one of the following populations: African American, Hispanic American or Native American.
- They must be a U.S. citizen or a permanent U.S. resident.
- They must be enrolled, on campus, in a full-time AACSB-accredited marketing doctoral program, and have successfully completed at least one year.

Applicants are evaluated based on two letters of recommendation from faculty members and advisors and an essay explaining how a Valuing Diversity Scholarship will help them further their research efforts.

How You Can Help Support This Effort

You can support the goal of increased diversity in the marketing field by making an online donation at the AMAF Web site (www.themarketingfoundation.org/donate) or by contacting Lisa Chernick, AMAF Executive Director at 312-542-9073. To find out more about the Valuing Diversity Ph.D. Scholarship Program, please visit the Foundation's Web site: www.themarketingfoundation.org/valuingdiversity.

“Being honored with the Valuing Diversity Scholarship was highly encouraging and has served to further fire my passion toward scholarship and achievement.” *Alexandra Rodriguez, Winner of a Valuing Diversity Ph.D. Scholarship Award*

“Thank you for this opportunity and please thank the foundation again for me. I truly believe that scholarship within a marketing association should reflect many different voices and experiences so I was pleased to see AMA's outreach to embrace diversity...I truly appreciate the scholarship and I honor your intent. Thanks again for giving me this opportunity to share and to help you "build bridges.”” *Linda Silver Coley, Winner of a Valuing Diversity Ph.D. Scholarship Award*