Consortium History

Since 1966, through an annual Doctoral Consortium, the American Marketing Association and prestigious universities across the country have shown their commitment to doctoral education in helping young scholars develop successful careers. Each year, qualified doctoral-granting institutions send their top doctoral students to learn from and interact with the top marketing faculty from across the discipline. Participants forge friendships and working relationships with peers and mentors that last a lifetime. Over their careers, Consortium fellows tend to look back fondly upon the event as an important developmental milestone in their lives, both professionally and personally. The Doctoral Consortium holds a special place in the life and culture of the marketing discipline, bridging the past to the future. In the mid-1990s, the Madhuri & Jagdish N. Sheth Foundation made a major commitment to the consortium, joining with the AMA to ensure a bright future for the event.

AMA / Sheth Foundation Doctoral Consortia
Host Institutions
2013 - University of Michigan
2012 - University of Washington
2011 - Oklahoma State University
2010 - Texas Christian University
2009 - Georgia State University
2008 - University of Missouri
2007 - Arizona State University
2006 - University of Maryland
2005 - University of Connecticut
2004 - Texas A&M University
2003 - University of Minnesota
2002 - Emory University
2001 - University of Miami
2000 - University of Western Ontario
1999 - University of Southern California
1998 - University of Georgia
1997 - University of Cincinnati
1991 - University of Southern California
1990 - University of Florida
1989 - Harvard University
1988 - University of California at Berkeley
1987 - New York University
1986 - University of Notre Dame
1985 - Duke University
1984 - Northwestern University
1983 - University of Michigan
1982 - University of Minnesota
1981 - University of Maryland
1980 - Penn State University
1979 - University of Wisconsin, Madison
1978 - University of Chicago
1977 - University of Pennsylvania
1976 - University of Houston
1975 - Cornell University
1974 - University of Oregon
1973 - Michigan State University
1972 - University of Texas, Austin
1971 - University of Illinois
1970 - University of Western Ontario
1969 - University of North Carolina
1968 - Penn State University
1967 - Penn State University
1966 - Indiana University