



**August 11, 2014**

## AMA DocSIG Releases 2014 *Who Went Where* Survey Results

August 9, 2014 (Chicago, IL): This week, the Doctoral Special Interest Group of the American Marketing Association (DocSIG) released results of this year's "Who Went Where?" job market study. For the past 11 years, the group has surveyed students who are in the job-seeking stage of their doctoral programs.

This year, a record number of one hundred and forty (140) marketing doctoral candidates and newly-minted PhDs took the survey. As in past years, the data analysis is based on marketing faculty hires in the U.S. who provided placement, salary, publication and job search information.

Results from the survey were presented at the AMA Summer Educator's Conference held August 1-3, 2014 in San Francisco California. "Summer AMA is the nexus of job activity for marketing PhDs and it's always the perfect place to roll out the results each year" says Matt Weingarden, program manager for the AMA.

This year's survey was designed and administered by Hillary N. Mellema and Paul Mills from Kent State University. The survey includes the highest number of respondents to take the survey, as well as some improvements including expanded information on academic publications, and the tenure requirements at hiring institutions.

"The Who Went Where report is an important service to doctoral students, hiring institutions and the AMA community since it benchmarks the job market and provides insight into some of the trends affecting marketing doctoral students" said Alexa Fox, chair of the DocSIG group. The 20-page full report that describes the job market from 2003 through 2013 can be downloaded from the DocSIG website ([docsig.org](http://docsig.org)) along with the AMA Who Went Where presentation.