The Department of Marketing is pleased to offer the Alvin C. Burns Fellowship for doctoral students in marketing in the E. J. Ourso College of Business at LSU.

The Alvin C. Burns Fellowship includes a $20,000 stipend per year and tuition waivers for fall and spring semesters. It will be awarded to a promising student for a minimum of one year and a maximum of two years. The recipient of the Fellowship is not required to serve as a graduate or teaching assistant and, therefore, may focus exclusively on doctoral studies.*

The Ph.D. in marketing at LSU is designed to produce scholars who will conduct original research that makes a significant contribution to knowledge within the marketing discipline. By the completion of the program, students are expected to demonstrate an in-depth understanding of the theoretical, conceptual, and managerial foundations of marketing. Advanced study in research methods and quantitative analytical procedures provides the additional tools necessary to conduct and publish original academic research.

Applicants with exceptional GMAT scores and academic performance (as reflected in the grade point average, taking into account the rigor of previous degree programs), in addition to strong letters of recommendation from individuals who have had the opportunity to observe the applicant’s interest, ability, and commitment to a career of scholarship, will be given highest consideration for the Alvin C. Burns Fellowship. Continuation of the Fellowship after the first year of study will be based on academic performance during the student’s first year of study in the Ph.D. program. Qualified holders of bachelor’s degrees and/or master’s degrees from accredited colleges and universities are eligible for admission to the Ph.D. program, regardless of the applicant’s previous field of study.

The deadline for completed Fellowship applications is January 15, 2006. Applications should be submitted directly to the LSU Graduate School at LSU and are available at www.lsu.edu. For more information, call the Graduate School at 225-578-2311. For more information on the Ph.D. in marketing at LSU, visit www.bus.lsu.edu/marketing or contact the marketing department at 225-578-8684.

* Those not funded through the Alvin C. Burns Fellowship are required to serve in graduate and/or teaching assistantships and are also granted tuition waiver. The stipend for graduate and/or teaching assistantships varies, but generally a student earns a minimum of $12,000 per year and may have the opportunity to earn additional funds through summer teaching (though summer teaching is not guaranteed).