

American Marketing Association Foundation Valuing Diversity Ph.D. Scholarship

Background

The American Marketing Association (AMA) Foundation, in conjunction with the AMA Academic Council, established a new scholarship program in 2003 focused on creating scholarship funds for populations underrepresented in the marketing profession.

The number of African Americans, Hispanics and Native Americans pursuing doctoral degrees in marketing is too low to reach a future goal of increased diversity in the marketing profession in both academic and corporate settings. For example, during a recent 16-year timeframe (1983-1998), of the 1,533 total earned doctoral degrees in marketing, only 86, or 5.6%, of those earned were by 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. The most recent U.S. government summary report on doctorate recipients from United States universities shows some improvement, but more needs to be done. In 2001, only 13 of the 113 doctoral degrees awarded in Marketing were earned by underrepresented populations.

Through its Valuing Diversity Ph.D. Scholarship Program, the AMA Foundation seeks to widen the opportunities for underrepresented populations to attend marketing doctoral programs. In 2003, the Foundation awarded its first two scholarships under the Valuing Diversity Ph.D. Scholarship Program.

Contact

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Information for the 2006-2007 competition will be posted as the information becomes available.