DEPARTMENT OF MARKETING

http://mays.tamu.edu/mktg

Head: M. Houston

Graduate Advisor: S. McDaniel

The Department of Marketing offers graduate studies leading to MS and PhD degrees and coursework supporting the Mays Business School’s MBA, PMBA and EMBA degrees. These programs provide training for students interested in marketing careers.

The MS degree program consists of 36 credit hours (provided students have the necessary preparatory coursework) and is designed to give a greater degree of specialization in marketing than the MBA program. The PhD program is designed to prepare students for careers in research and teaching as well as specialized staff positions in public and private organizations.

Additional information, including specific departmental requirements, may be obtained by contacting the department or the Office of the Dean, Mays Business School.

Faculty

Berry, Leonard L, Distinguished Professor
Marketing
PHD, Arizona State University, 1968

Busch, Paul S, Professor
Marketing
PHD, The Pennsylvania State University, 1974

Cai, Cexun, Assistant Professor
Marketing
PHD, University of Pennsylvania (The Wharton School), 2015

Houston, Mark B, Professor
Marketing
PHD, Arizona State University, 1995

Jones, Eli, Professor
Marketing
PHD, Texas A&M University, 1997

Kan, Christina S, Assistant Professor
Marketing
PHD, University of Colorado-Boulder, 2015

Liu, Yan, Associate Professor
Marketing
PHD, Purdue University, 2010

McDaniel, Stephen W, Professor
Marketing
PHD, University of Arkansas, 1979

Mittal, Chiraag, Assistant Professor
Marketing
PHD, University of Minnesota, Twin Cities, 2016

Parish, Janet T, Clinical Professor
Marketing
PHD, The University of Alabama, 2002

Pride, William M, Professor
Marketing
PHD, Louisiana State University, 1972

Ramanathan, Suresh, Professor
Marketing
PHD, New York University, 2002

Shankar, Venkatesh, Professor
Marketing
PHD, Northwestern University, 1995

Sorescu, Alina, Professor
Marketing
PHD, University of Houston, 2002

Sreenivasan, Akshaya, Lecturer
Marketing
PHD, The Pennsylvania State University, 2016

Sridhar, Shrihari, Associate Professor
Marketing
PHD, University of Missouri - Columbia, 2009

Troy, Alesia C, Clinical Professor
Marketing
PHD, Texas A&M University, 1997

Varadarajan, Poondi, Distinguished Professor
Marketing
PHD, University of Massachusetts Amherst, 1979

Yadav, Manjit S, Professor
Marketing
PHD, Virginia Polytechnic Institute and State University, 1990

Zimmer, Mary R, Clinical Associate Professor
Marketing
PHD, The University of Texas at Austin, 1985

Masters

• Master of Science in Marketing (http://catalog.tamu.edu/graduate/colleges-schools-interdisciplinary/business/marketing/ms)

Courses

MKTG 613 Marketing Management
Credits 1 to 3. 1 to 3 Lecture Hours.
Core MBA marketing class examines history of marketing, environment that impacts marketing decisions of firms and consumers, buyer behavior, marketing ethics, marketing research, market segmentation, product positioning, new product management, and strategic challenges associated with integrating major marketing mix decision elements; product, price, distribution, and promotion. May be repeated for up to 3 hours of credit. Classification 6 students may not enroll in this course.

Prerequisite: Enrollment is limited to BUAD classification 7.
MKTG 621 Survey of Marketing
Credits 3. 3 Lecture Hours.
Marketing concepts and decisions associated with developing marketing strategies; topics include product, pricing, distribution, and promotion.
Note: Course may not be used for elective credit by a master's candidate in business administration.

MKTG 625 Marketing Engineering
Credits 3. 3 Lecture Hours.
Analysis and management of popular statistical packages for the purpose of enhanced data-based and empirically-driven marketing decisions. Application of statistical software to marketing-related data sets.
Prerequisite: MKTG 621 or equivalent.

MKTG 635 Marketing Analytics and Pricing
Credits 3. 3 Lecture Hours.
Advanced quantitative techniques and analytical tools that provide insights into the nature of consumer demand and its response to changes in the marketing mix, with a focus on pricing.
Prerequisite: MKTG 625.

MKTG 638 Strategic Foundations of E-Commerce
Credits 3. 3 Lecture Hours.
Implications of increasing electronic interactivity between consumers and firms; migration of products to the electronic marketplace and its effects on the marketing channel; Internet's impact on marketing mix decisions; competitive advantage; public policy issues.
Prerequisite: MKTG 613 or MKTG 621 or equivalent.

MKTG 650 Analyzing Consumer Behavior
Credits 3. 3 Lecture Hours.
Concepts, theories, and techniques applicable to obtaining a sophisticated and empirically-based understanding of consumer motivation, attitudes, decision-making processes, and responses to marketers' actions; application of consumer psychology and behavioral decision making to managerial and public policy insights.
Prerequisite: MKTG 613 or MKTG 621 or equivalent.

MKTG 656 Branding and Marketing Communication
Credits 3. 3 Lecture Hours.
Customer-based brand equity and positioning, brand objectives, communication processes, customer decision stages, creative and media strategies including traditional, grassroots, and social media, measuring advertising effectiveness and return on marketing investment.
Prerequisite: MKTG 613 or MKTG 621 or equivalent.

MKTG 660 Marketing Consulting
Credits 3. 1 Lecture Hour. 4 Lab Hours.
Application of marketing knowledge through the planning and execution of marketing projects for businesses. May be repeated one time for credit.
Prerequisite: MKTG 621 or equivalent.

MKTG 665 Research for Marketing Decisions
Credits 3. 3 Lecture Hours.
Methodology for generating and using information related to problems in marketing decision-making; primary and secondary research methodology and analytical techniques; guidelines for designing and conducting research projects. Classification 6 students may not enroll in this course.
Prerequisites: MKTG 613 or MKTG 621 or equivalent; basic statistics course.

MKTG 670 Marketing Leadership
Credits 1 to 3. 1 to 3 Lecture Hours.
Seminar on the application of marketing concepts and theories through guest lectures and discussions with marketing-thought leaders in business and academia. May be taken two times for credit.
Prerequisite: MKTG 621 or equivalent.

MKTG 671 Product Innovation
Credits 3. 3 Lecture Hours.
Strategy and management of the new product development process, portfolio management and innovation charters for new products; topics include creativity, trade-off analysis, concept testing, design and launch. Classification 6 students may not enroll in this course.
Prerequisite: MKTG 613 or MKTG 621 or equivalent.

MKTG 673 Services Marketing
Credits 3. 3 Lecture Hours.
Marketing concepts and strategy as applied to service organizations, unique characteristics of services, marketing challenges posed by those characteristics and ways to meet those challenges effectively. Special emphasis on service quality. Classification 6 students may not enroll in this course.
Prerequisite: MKTG 613 or MKTG 621 or equivalent, or approval of instructor.

MKTG 675 Marketing Strategy
Credits 1 to 3. 1 to 3 Lecture Hours.
Marketing management as it relates to overall organizational goals: marketing strategy concepts and interdependencies with strategy at the corporate and business unit levels and in other functional areas; impact of digital technologies and environmental sustainability on marketing strategy. Classification 6 students may not enroll in this course.
Prerequisites: MKTG 613 or MKTG 621 or equivalent; graduate classification in business administration.

MKTG 677/IBUS 677 Multinational Marketing Management
Credits 3. 3 Lecture Hours.
Theoretical and empirical materials on multinational marketing; nature and justification of international trade, analysis of environments faced by multinational firms and formulation of multinational marketing strategy. Classification 6 students may not enroll in this course.
Prerequisite: MKTG 613 or MKTG 621 or equivalent.

MKTG 678 Seminar in Buyer Behavior
Credits 3. 3 Lecture Hours.
Detailed examination of the literature in consumer and industrial buyer behavior with emphasis on conceptual and empirical issues; critical analysis of buyer behavior theory. Classification 6 students may not enroll in this course.
Prerequisites: MKTG 650 or equivalent; doctoral classification.

MKTG 679 Seminar in Marketing Strategy Research
Credits 3. 3 Lecture Hours.
Review of research on marketing strategy content; formulation process and implementation related issues; includes antecedents, outcomes, mediators and moderators of the relationship between marketing strategy and performance; strategic marketing alliances; market pioneering; multimarket competition; global competitive strategy; interdependencies between marketing, business and corporate strategy. Classification 6 students may not enroll in this course.
Prerequisite: Doctoral classification.
MKTG 684 Professional Internship
Credits 1 to 6. 1 to 6 Other Hours.
Directed internship in an organization to provide students with on-the-job training with professionals in organizational settings appropriate to the students’ professional objectives. Classification 6 students may not enroll in this course.
Prerequisite: Approval of committee chair and department head.

MKTG 685 Directed Studies
Credits 1 to 4. 1 to 4 Other Hours.
Directed study of selected problems using recent developments in business research methods. Classification 6 students may not enroll in this course.
Prerequisite: Approval of instructor.

MKTG 687 Seminar in Marketing Models
Credits 3. 3 Lecture Hours.
Review and discussion of the foundations of modeling and recent developments in research using marketing models. The seminar is designed to provide participants with new ways to think about modeling marketing phenomena and enable them to generate new ideas, research topics, and modeling applications for marketing problems.
Prerequisite: Doctoral classification.

MKTG 688 Doctoral Seminar
Credits 3. 3 Other Hours.
Historical development of the conceptual framework of marketing theory and practices; analysis of current research and controversial issues in the field. May be repeated for credit three times. Students may take up to two sections of this course in the same semester. Classification 6 students may not enroll in this course.
Prerequisite: Doctoral classification.

MKTG 689 Special Topics in...
Credits 1 to 4. 1 to 4 Lecture Hours. 0 to 4 Lab Hours.
Selected topics in an identified area of marketing. Classification 6 students may not enroll in this course. May be repeated for credit.

MKTG 691 Research
Credits 1 to 23. 1 to 23 Other Hours.
Research for thesis or dissertation. Classification 6 students may not enroll in this course.

MKTG 705 Market and Customer Insights
Credits 1 to 4. 1 to 4 Lecture Hours.
Strategic challenges in understanding customers, both in consumer and business markets; customer decision-making, buyer behavior, market segmentation, marketing environment and marketing research.
Prerequisite: For Master of Science in Business students only.

MKTG 710 Strategic Marketing Decisions
Credits 1 to 4. 1 to 4 Lecture Hours.
Key decisions made by marketing managers; development and management of goods and services; product position; pricing of offerings; managing brand portfolios and communication strategies; structuring and managing channels of distribution.
Prerequisite: For Master of Science in Business students only.