DEPARTMENT OF MARKETING

Marketing involves developing goods and services to satisfy customers’ needs and then making them available at the right places, at the right times and at competitive prices. Marketing also provides information to help customers decide whether specific goods and services will meet their needs.

Recent changes in social and economic systems have created new challenges for marketing professionals. Increasingly, they must focus on both domestic and global opportunities and the explosive changes that new technology brings. They must also be continually responsive to cultural differences, quality concerns and ethical issues.

A career path in marketing typically begins in an entry-level position in advertising, retailing, marketing analytics, marketing consulting, or professional selling. Opportunities are available in manufacturing, wholesale and retail, as well as nonprofit organizations such as universities, government agencies, relief agencies and charitable organizations.

Success in marketing requires understanding a number of fundamental concepts, principles, theories, tools and techniques. Courses are designed to help students acquire this knowledge and to develop competencies needed throughout a marketing career.

Marketing Certifications

The Department of Marketing offers four certificate programs for BBA business majors. Each program is designed to complement the student’s degree by providing a concentrated course of study, participation in a designated student organization or competition, and an internship in the selected area.

Marketing Academic Advising

Academic advising and career guidance for upper division marketing majors is available in the Department of Marketing office, Suite 220 Wehner Building, (979) 845-2309. Hannah Cole, hcole@mays.tamu.edu, is the academic advisor for the department.

Faculty

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

Bridges, Cheryl H, Adjunct Professor
Marketing
BS, Texas Woman’s 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

Hollinger, Kelli, Lecturer
Marketing
MA, Texas A&M University, 2002

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

Lampo, Sandra S, Clinical Associate Professor
Marketing
PHD, Texas A&M University, 2001

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

Loring, Andrew J, Lecturer
Marketing
MS, University of Maine, 2012

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

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

Molhusen, Brian E, Executive Professor
Marketing
BBA, Texas A&M University, 1978

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

Seipp, Leslie S, Senior Lecturer
Marketing
MBA, Rice University, 2008

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

**Majors**

- Bachelor of Business Administration in Marketing, Advertising Strategy Track ([http://catalog.tamu.edu/undergraduate/business/marketing/marketing-bba-advertising-strategy](http://catalog.tamu.edu/undergraduate/business/marketing/marketing-bba-advertising-strategy))
- Bachelor of Business Administration in Marketing, Analytics and Consulting Track ([http://catalog.tamu.edu/undergraduate/business/marketing/marketing-bba-analytics-consulting](http://catalog.tamu.edu/undergraduate/business/marketing/marketing-bba-analytics-consulting))
- Bachelor of Business Administration in Marketing, Professional Selling and Sales Management Track ([http://catalog.tamu.edu/undergraduate/business/marketing/marketing-bba-prof-selling-sales-mgmt](http://catalog.tamu.edu/undergraduate/business/marketing/marketing-bba-prof-selling-sales-mgmt))
- Bachelor of Business Administration in Marketing, Retail Buying and Management Track ([http://catalog.tamu.edu/undergraduate/business/marketing/marketing-bba-retail-buying-management](http://catalog.tamu.edu/undergraduate/business/marketing/marketing-bba-retail-buying-management))

**Certificates**

- Advertising Strategy Certificate ([http://catalog.tamu.edu/undergraduate/business/marketing/advertising-certificate](http://catalog.tamu.edu/undergraduate/business/marketing/advertising-certificate))
- Analytics and Consulting Certificate ([http://catalog.tamu.edu/undergraduate/business/marketing/analytics-consulting-certificate](http://catalog.tamu.edu/undergraduate/business/marketing/analytics-consulting-certificate))
- Professional Selling and Sales Management Certificate ([http://catalog.tamu.edu/undergraduate/business/marketing/sales-certificate](http://catalog.tamu.edu/undergraduate/business/marketing/sales-certificate))
- Retail Buying and Management Certificate ([http://catalog.tamu.edu/undergraduate/business/marketing/retailing-certificate](http://catalog.tamu.edu/undergraduate/business/marketing/retailing-certificate))

**Courses**

**MKTG 321 Marketing**
Credits 3.3 Lecture Hours.
Exploration of the activities and managerial decisions involved in the provision of products to customers; includes strategic marketing fundamentals, buyer behavior, market segmentation, managerial issues related to the marketing mix (product, pricing, distribution, and promotion) decision variables, and social and ethical issues.
*Prerequisite:* Admission to upper division in Mays Business School.

**MKTG 322 Consumer Behavior**
Credits 3.3 Lecture Hours.
Application of behavioral science designed to provide in-depth knowledge of the fundamental theories and concepts of consumer behavior, with an emphasis on consumers in the marketplace as individuals, as decision makers, and as influenced by culture.
*Prerequisite:* MKTG 321.

**MKTG 323 Marketing Research**
Credits 3.3 Lecture Hours.
Nature and uses of marketing research in business; methods of collecting, analyzing and interpreting data needed for business decisions, with specific application to problems in marketing.
*Prerequisites:* MKTG 321; SCMT 303 or AP STAT 301 or AP STAT 302 or AP STAT 303.

**MKTG 325 Retailing Concepts and Policies**
Credits 3.3 Lecture Hours.
Survey of the concepts, policies, theories, and practices for managing a retail firm in a competitive environment; topics include functions of retailers, retail customers, supply chain, legal and ethical behavior, location analysis, pricing, promotion, customer services, and layout.
*Prerequisite:* MKTG 321.

**MKTG 326 Strategic Retailing**
Credits 3.3 Lecture Hours.
Retail strategies such as channels of distribution, private labels, customer service levels, visual presentation, pricing, and marketing mix that influence a retail business model.
*Prerequisite:* MKTG 321.

**MKTG 335 Professional Selling**
Credits 3.3 Lecture Hours.
General principles of personal selling in both consumer and industrial markets plus specialty selling.
*Prerequisite:* MKTG 321.

**MKTG 336 Managing Business to Business Relationships**
Credits 3.3 Lecture Hours.
Customer relationship management concepts and tools; sales technology; organizational buyer behavior; planning; channels; new products; performance management.
*Prerequisite:* MKTG 335.

**MKTG 345 Social Media and Public Relations**
Credits 3.3 Lecture Hours.
Marketing and promotional strategy related to social media, the internet and interactive media; managing publicity and public relations with a wide variety of stakeholders.
*Prerequisite:* MKTG 321.
MKTG 347 Advertising and Creative Marketing Communications
Credits 3. 3 Lecture Hours.
Advertising and integrated marketing communications; market segmentation and targeting; development of multi-media campaigns; emphasis on enhancing creativity, critical thinking, and communication skills.
Prerequisite: MKTG 321.

MKTG 401/IBUS 401 Global Marketing
Credits 3. 3 Lecture Hours.
Survey of the aspects involved in marketing goods and services in a global marketplace; social, political, legal, and economic issues associated with conducting business globally.
Prerequisite: MKTG 321.
Cross Listing: IBUS 401/MKTG 401.

MKTG 402/IBUS 402 International Marketing: Study Abroad
Credits 3. 3 Lecture Hours.
Introduction to the facets of doing business in an international setting; provides exposure to a variety of foreign cultures; facilitates understanding of the international marketplace in which these students will function.
Prerequisites: MKTG 321 or MKTG 409; junior classification; 2.5 GPR overall.
Cross Listing: IBUS 402/MKTG 402.

MKTG 403/IBUS 403 International Market Entry Strategies
Credits 3. 3 Lecture Hours.
A research-based course in which students prepare an analysis of a country, or region outside the U.S., and use it in the preparation of a marketing plan for a good or service to be introduced and marketed in that country.
Prerequisites: MKTG 321 or MKTG 409; concurrent registration in IBUS 402/MKTG 402 or MKTG 402/IBUS 402; junior or senior classification.
Cross Listing: IBUS 403/MKTG 403.

MKTG 404 Advanced Excel for Marketing Managers
Credit 1. 1 Lecture Hour.
Hands-on practice and application of the Excel skills needed for marketing decision-making.
Prerequisites: MKTG 323.

MKTG 409 Principles of Marketing
Credits 3. 3 Lecture Hours.
Survey of the basic concepts and decisions associated with product, promotion, distribution, and pricing; focuses on developing marketing strategies that contribute to building long-term customer relationships and achieving the organization's objectives. May not be used to satisfy degree requirements for a major in business.
Prerequisites: Junior classification; for students other than business and agribusiness majors.

MKTG 425 Retail Merchandising
Credits 3. 3 Lecture Hours.
Theories, concepts and practices relating to the merchandising of products for enhancing sales and profit growth of retail businesses; emphasis on retail math, purchasing decisions, vendor negotiations, communications skills, assortment planning and competitive analysis.
Prerequisite: MKTG 321.

MKTG 426 Advanced Retail Case Study
Credits 3. 3 Lecture Hours.
Problems and opportunities faced by retailing organizations; development of an effective strategy through application-oriented seminars and activities, interaction with industry guest speakers and executives; analysis of retail strategies in field settings and completion of a semester long retail audit; participation in a national case competition.
Prerequisites: Admission to upper division in Mays Business School and approval of instructor.

MKTG 430 Marketing Consulting
Credits 3. 3 Lecture Hours.
Consulting tools and techniques, managing client relationships, preparing reports and presentations, problem-solving processes; semester-long client project.
Prerequisites: MKTG 323.

MKTG 431 Marketing Analytics
Credits 3. 3 Lecture Hours.
Data driven marketing strategy, data handling and management techniques, use of statistical software to estimate marketing models, project based course focused on marking decision making.
Prerequisite: MKTG 321.

MKTG 432 Corporate Social Responsibility
Credits 3. 3 Lecture Hours.
Study of the role of corporate social responsibility, corporate governance and business ethics with an emphasis on the marketing perspective.
Prerequisites: MKTG 321.

MKTG 435 Advanced Selling
Credits 3. 3 Lecture Hours.
In-depth strategic account planning, extensive role-play and team selling exercises, sales analytics, networking and prospecting, strategic goal setting and time management.
Prerequisites: MKTG 335.

MKTG 436 Sales Leadership
Credits 3. 3 Lecture Hours.
Ethical planning, organizing, staffing, training, motivating and evaluating salespeople; understanding the sales environment and organization as well as career and time management.
Prerequisite: MKTG 335.

MKTG 438 Strategic Digital Marketing
Credits 3. 3 Lecture Hours.
Implications of the internet and related digital technologies for marketing; evolution of the digital marketplace and impact on firms’ marketing mix decisions; competitive advantage; public policy issues; future trends and developments.
Prerequisite: MKTG 321.

MKTG 440 Services Marketing
Credits 3. 3 Lecture Hours.
Focuses on the unique challenges of managing a service-based business; delivering quality service to customers and building strong customer relationships; applicable to for-profit and not-for-profit organizations that depend on service excellence for competitive advantage.
Prerequisite: MKTG 321.
MKTG 442 Innovation and Product Management  
Credits 3. 3 Lecture Hours.  
Opportunity identification, concept generation, concept and program evaluation, development and launch of the various types of new products; specific topics include creativity, design, launch and management of new products.  
Prerequisite: MKTG 321.

MKTG 445 Account Planning and Research  
Credits 3. 3 Lecture Hours.  
Concepts in account planning; gathering and analyzing data (database analysis, focus groups, interviews, surveys); compilation of research into a situation analysis and creative brief for use in a national advertising case competition.  
Prerequisites: MKTG 321, approval of instructor.

MKTG 447 Advanced Advertising: Case Competition  
Credits 3. 3 Lecture Hours.  
Development of a fully integrated, multi-million dollar budgeted advertising campaign plan; participation in a national case competition.  
Prerequisite: MKTG 321; approval of instructor.

MKTG 448 Marketing Strategy  
Credits 3. 3 Lecture Hours.  
Marketing decision-making and strategies in case situations; integration of product, pricing, distribution, and promotion considerations for the purposes of determining and evaluating the optimal marketing strategy.  
Prerequisite: MKTG 323; graduating marketing senior.

MKTG 484 Marketing Internship  
Credits 3. 3 Other Hours.  
Directed internship of at least 300 hours of work under the supervision of a marketing professional providing students with on-the-job training that advances their career objectives; emphasis on business communication and personal professional development.  
Prerequisites: Marketing major; MKTG 321; approval of instructor prior to internship.

MKTG 485 Directed Studies  
Credits 1 to 3. 1 to 3 Other Hours.  
Directed study of selected problems in the area of marketing not covered in other courses.  
Prerequisites: MKTG 321; approval of department head; 2.5 GPR in major and overall.

MKTG 489 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. May be repeated once for credit.  
Prerequisites: Admission to upper division in Mays Business School and approval of instructor.