

DEPARTMENT OF MARKETING

The Department of Marketing at the Mays Business School is a distinguished leader in the field of marketing education and research. Our programs and curricula receive global recognition for their strength and continued contributions to the field of marketing. For more information visit the Department of Marketing (<https://mays.tamu.edu/department-of-marketing/>) website.

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.

The Bachelor of Business Administration (BBA) in Marketing prepares students to work effectively in corporate and nonprofit organizations that are part of a global economy. Marketing students will be proficient in marketing analytics, digital marketing, customer experience management, creativity, and brand management. Students completing a degree in marketing choose among five tracks: advertising strategy, analytics and consulting, healthcare marketing, professional selling and sales management, and strategic retailing. A career path in marketing typically begins in an entry-level position in advertising, retailing, marketing analytics, marketing consulting, professional selling, or healthcare marketing. 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.

Faculty

Alexander, David, Professor of the Practice
Marketing
BBA, Texas A&M University, 1998

Anderson, Stephen J., Professor
Marketing
PHD, London Business School, 2015

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

Dikec, Altay, Clinical Associate Professor
Marketing
PHD, Konkuk University - Miller Graduate School of Business, 2012

Gao, Huachao, Associate Professor
Marketing
PHD, University of Texas at San Antonio, 2016

Garcia-Rada, Ximena, Assistant Professor
Marketing
DBA, Harvard Business School, 2021

Griffith, David Andrew, Professor
Marketing
PHD, Kent State University, 1997

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

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

Lewis, Don, Professor of the Practice
Marketing
MBA, Texas A&M International University, 1992

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

Loring, Andrew J, Clinical Associate Professor
Marketing
PHD, Texas A&M University, 2021

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

McMillan, Thomas Bruce, Professor of the Practice
Marketing
MBA, Texas A&M University, 2004

Mosley, Buffy, Assistant Professor
Marketing
PHD, Emory University, 2020

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

Ramani, Nandini, Assistant Professor
Marketing
PHD, University of Texas at Austin, 2019

Segal, Shoshana, Assistant Professor
Marketing
PHD, New York University, 2025

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

Sharma, Amalesh, Associate Professor
Marketing
PHD, Georgia State University, 2017

Shi, Huanhuan, Associate Professor
Marketing
PHD, The Pennsylvania State University, 2016

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

Sreenivasan, Akshaya, Clinical Associate Professor
Marketing
PHD, The Pennsylvania State University, 2016

Sridhar, Shrihari, Professor
Marketing
PHD, University of Missouri at Columbia, 2009

Suhag, Rahul, Assistant Professor
Marketing
MBA, Indian Institute of Management Indore, 2023

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

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

Vijayaraghavan, Sriniketh, Assistant Professor
Marketing
PHD, University of Wisconsin - Madison, 2024

Wilcox, Keith, Professor
Marketing
PHD, City University of New York, 2009

Yadav, Manjit S, Professor
Marketing
PHD, Virginia Tech, 1990

Majors

- Bachelor of Business Administration in Marketing, Advertising Strategy Track (<https://catalog.tamu.edu/undergraduate/business/marketing/marketing-bba-advertising-strategy/>)
- Bachelor of Business Administration in Marketing, Analytics and Consulting Track (<https://catalog.tamu.edu/undergraduate/business/marketing/marketing-bba-analytics-consulting/>)
- Bachelor of Business Administration in Marketing, Healthcare Marketing Track (<https://catalog.tamu.edu/undergraduate/business/marketing/marketing-bba-healthcare-marketing/>)
- Bachelor of Business Administration in Marketing, Professional Selling and Sales Management Track (<https://catalog.tamu.edu/undergraduate/business/marketing/marketing-bba-prof-selling-sales-mgmt/>)
- Bachelor of Business Administration in Marketing, Strategic Retailing Track (<https://catalog.tamu.edu/undergraduate/business/marketing/marketing-bba-strategic-retailing/>)