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, University Distinguished Professor  
Marketing  
PHD, Arizona State University, 1968

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

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

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

Jones III, 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

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

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

Olson, Nicholas John, Assistant Professor  
Marketing  
PHD, University of Minnesota, 2018

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

Pride, William M, Professor  
Marketing  
PHD, Louisiana State University and A&M College, 1972

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

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

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

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

Sreenivasan, Akshaya, Clinical Assistant Professor  
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, University Distinguished Professor  
Marketing  
PHD, University of Massachusetts Amherst, 1979

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

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

### Masters

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

### Certificates

- Analytics Certificate (http://catalog.tamu.edu/graduate/colleges-schools-interdisciplinary/business/marketing/analytics-certificate)