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 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 and Regents Professor  
  Marketing  
  PHD, Arizona State University, 1968

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

- **Garcia-Rada Benavides, Ximena**,  
  Marketing  
  DBA, Harvard Business School, 2021

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

- **Howard, Ray**, Assistant Professor  
  Marketing  
  PHD, University of British Columbia, Canada, 2020

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

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

- **Liu, Yan**, Associate 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

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

- **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

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

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

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

- **Shi, Huanhuan**, Assistant Professor  
  Marketing  
  DBA, 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

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

- **Varadarajan, Poondi**, Distinguished Professor and Regents Professor  
  Marketing  
  PHD, University of Massachusetts Amherst, 1979

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

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

### 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/)