

# DEPARTMENT OF MARKETING

<https://mays.tamu.edu/departments-of-marketing/>

**Head:** Manjit Yadav

**Graduate Advisor:** Lisa Burton

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/>)