

DEPARTMENT OF MARKETING

<https://mays.tamu.edu/department-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, Assistant Professor
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

Pratt, Alex, Clinical Assistant Professor
Marketing
PHD, University of Alabama, 2020

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, Baruch College, The 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/>)