DEPARTMENT OF MARKETING

Overview

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.

A career path in marketing typically begins in an entry-level position in advertising, retailing, marketing analytics, marketing consulting, or professional selling. 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.

Marketing Academic Advising

Academic advising and career guidance for upper division marketing majors is available in the Department of Marketing office, Suite 220 Wehner Building, (979) 845-2309. Hannah Cole, hcole@mays.tamu.edu, is the academic advisor for the department.

Majors

• Bachelor of Business Administration in Marketing, Advertising Strategy Track (http://catalog.tamu.edu/undergraduate/business/marketing/marketing-bba-advertising-strategy)
• Bachelor of Business Administration in Marketing, Analytics and Consulting Track (http://catalog.tamu.edu/undergraduate/business/marketing/marketing-bba-analytics-consulting)
• Bachelor of Business Administration in Marketing, Professional Selling and Sales Management Track (http://catalog.tamu.edu/undergraduate/business/marketing/marketing-bba-prof-selling-sales-mgmt)
• Bachelor of Business Administration in Marketing, Retail Buying and Management Track (http://catalog.tamu.edu/undergraduate/business/marketing/marketing-bba-retail-buying-management)

Faculty

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

Bridges, Cheryl H, Adjunct Professor
Marketing
BS, Texas Women’s 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

Loring, Andrew J, Lecturer
Marketing
MS, University of Maine, 2012

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

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

Molhusen, Brian E, Executive Professor
Marketing
BBA, Texas A&M University, 1978

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

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