DEPARTMENT OF MARKETING

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.

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Marketing
PHD, Arizona State University, 1968

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Marketing
BS, Texas Women's University, 1968

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Marketing
PHD, The Pennsylvania State University, 1974

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Marketing
PHD, Konkuk University, 2012
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Griffith, David Andrew, Professor
Marketing
PHD, Kent State University, 1997

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Marketing
PHD, Texas A&M University, 1997

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Marketing
PHD, University of Colorado-Boulder, 2015

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Marketing
PHD, Texas A&M University, 2001

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Marketing
PHD, Purdue University, 2010

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Marketing
MS, University of Maine, 2012

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Marketing
PHD, University of Alabama, 2002

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

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PHD, New York University, 2002

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Marketing
MBA, Rice University, 2008

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Marketing
PHD, Northwestern University, 1995

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PHD, University of Houston, 2002

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PHD, University of Massachusetts Amherst, 1979

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PHD, Virginia Tech, 1990

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PHD, University of Texas, 1985

**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)