The DEPARTMENT OF MARKETING develops transformational marketing leaders who make business happen while creating knowledge by doing empirical research at the “state of the science” and translating it to the practitioner’s “state of the art.” Core competence is in the exercise of managerial and strategic marketing aimed at generating superior customer value. Undergraduates receive an understanding of marketing concepts and tools from award-winning faculty; master’s in marketing research students are part of a No. 1 ranked national program; and doctoral students contribute to Broad’s global reputation as a leading research-intensive business school.

FULL-TIME FACULTY

24 TOTAL
16 IN TENURE SYSTEM

5 PROFESSORS
4 ASSOCIATE PROFESSORS
7 ASSISTANT PROFESSORS

68.7% MALE
31.3% FEMALE
37.5% MINORITY FACULTY

AREAS OF EXPERTISE:

Marketing Strategy
Sales and Sales Management
Marketing Research
International Marketing
Customer Experience and Relationship Marketing

STUDENTS

482 TOTAL

Undergraduate 340
Master’s 132
Ph.D. 10

2.5% INTERNATIONAL

36.7% MALE
63.3% FEMALE
21.4% MINORITY STUDENTS

#1 M.S. PROGRAM IN MARKETING RESEARCH
#7 AMONG ALL MARKETING M.S. PROGRAMS
Source: Eduniversal, TFE Times

PROGRAMES

UNDERGRADUATE
➤ MARKETING

MINORS
➤ SALES LEADERSHIP

MASTER’S
➤ MARKETING RESEARCH

PH.D.
➤ MARKETING

#1 IN B2B MARKETING RESEARCH PRODUCTIVITY
Source: Journal of Business and Industrial Marketing

12TH MOST CITED MARKETING DEPARTMENT IN THE WORLD
Source: University of Minnesota Carlson School of Management

To learn more, visit:
marketing.broad.msu.edu