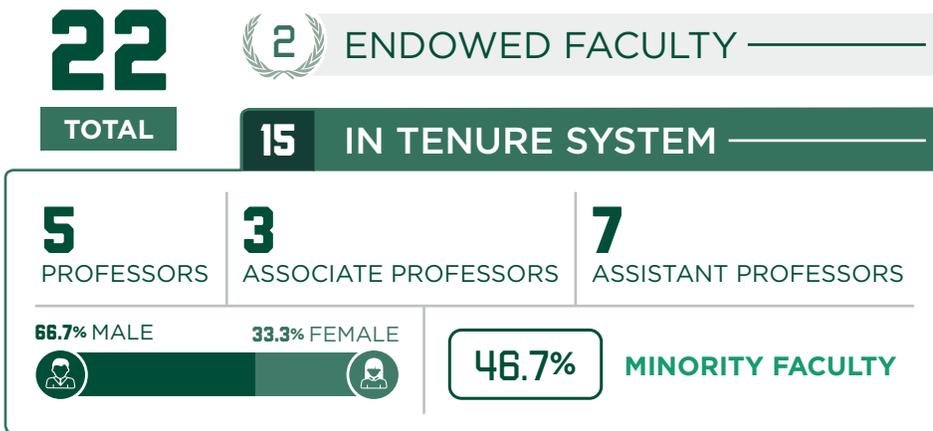


AT A GLANCE

# DEPARTMENT OF MARKETING

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.

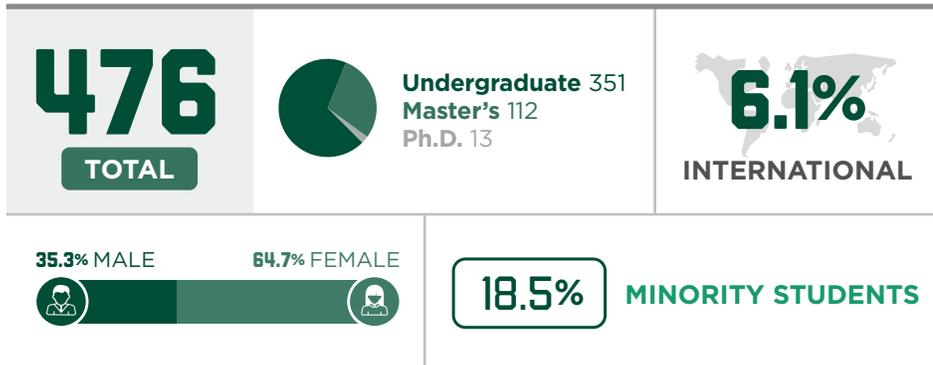
## FULL-TIME FACULTY



### AREAS OF EXPERTISE:

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

## STUDENTS



# #1 M.S. PROGRAM IN MARKETING RESEARCH

Source: QS World University Rankings

## PROGRAMS

### UNDERGRADUATE

- > MARKETING
- MINORS**
- > SALES LEADERSHIP

### MASTER'S

- > MARKETING RESEARCH
- > CUSTOMER EXPERIENCE MANAGEMENT

### PH.D.

- > MARKETING

# #1 IN B2B MARKETING RESEARCH PRODUCTIVITY

Source: Journal of Business and Industrial Marketing

# 12<sup>TH</sup> MOST CITED MARKETING DEPARTMENT IN THE WORLD

Source: University of Minnesota Carlson School of Management

