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 application from award-winning faculty; master’s in marketing research students are part of a number one ranked national program; and doctoral students contribute to Broad’s global reputation as a leading research-intensive business school.

**FACULTY**

- **28** TOTAL
- **3** ENDOWED FACULTY
- **17** IN TENURE SYSTEM
- **6** PROFESSORS
- **5** ASSOCIATE PROFESSORS
- **6** ASSISTANT PROFESSORS

**AREAS OF EXPERTISE:**
- Marketing Strategy
- Sales and Sales Management
- Marketing Research
- International Marketing
- Customer Experience and Relationship Marketing

**STUDENTS**

- **425** TOTAL
- **325** Undergraduate
- **90** Master’s
- **10** PhD
- **8.5%** INTERNATIONAL

**PROGRAMS**

- **UNDERGRADUATE**
  - MARKETING
- **MINORS**
  - SALES LEADERSHIP
- **MASTER’S**
  - MARKETING RESEARCH
- **PH.D.**
  - MARKETING

**STUDENTS**

- **13.4%** MINORITY STUDENTS

**AT A GLANCE**

DEPARTMENT OF MARKETING

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

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

11TH MOST RESEARCH-PRODUCTIVE MARKETING FACULTY IN THE WORLD
Source: Carlson School

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