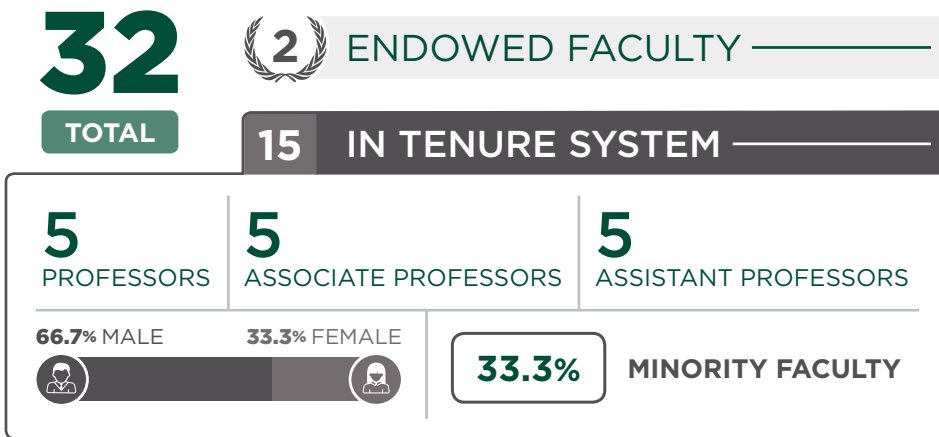


DEPARTMENT OF MARKETING

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 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.

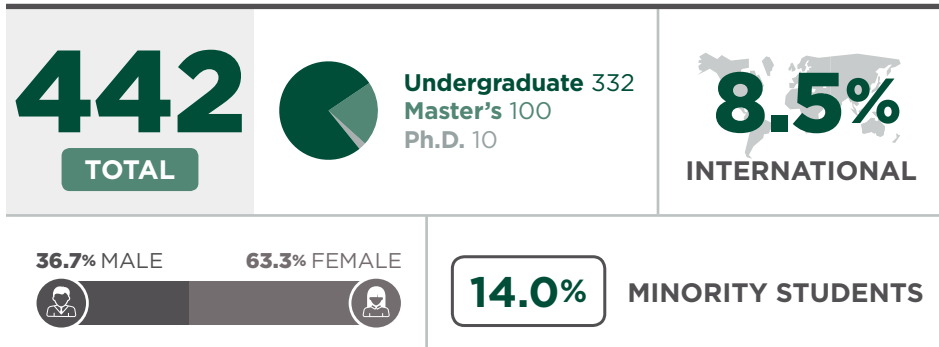
FACULTY



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

#8 AMONG ALL MARKETING M.S. PROGRAMS
Source: *TFE Times*

PROGRAMS

UNDERGRADUATE

- > MARKETING
- MINORS**
- > SALES LEADERSHIP

MASTER'S

- > MARKETING RESEARCH

PH.D.

- > MARKETING

#1
**IN B2B RESEARCH
PRODUCTIVITY**

Source: *Journal of Business
and Industrial Marketing*

12TH
**MOST RESEARCH-
PRODUCTIVE MARKETING
FACULTY IN THE WORLD**

Source: *Carlson School*

