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 number one ranked national program; and doctoral students contribute to Broad’s global reputation as a leading research-intensive business school.

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

#2
ENDOWED FACULTY

FULL-TIME FACULTY

4 PROFESSORS
5 ASSOCIATE PROFESSORS
6 ASSISTANT PROFESSORS

63.6% MALE
36.4% FEMALE
45.4% MINORITY FACULTY

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

STUDENTS

412 TOTAL

Undergraduate 289
Master’s 122
Ph.D. 10

4.1% INTERNATIONAL

36.9% MALE
63.1% FEMALE
14.0% MINORITY STUDENTS

PROGAMS

UNDERGRADUATE
> MARKETING

MINORS
> SALES LEADERSHIP

MASTER’S
> MARKETING RESEARCH

PH.D.
> MARKETING

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