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.



Source: QS World University Rankings







ENDOWED FACULTY

IN TENURE SYSTEM

PROFESSORS

ASSOCIATE PROFESSORS

ASSISTANT PROFESSORS

66.7% MALE

33.3% FEMALE

46.7%

MINORITY FACULTY

AREAS OF EXPERTISE:

Marketing Strategy

Sales and Sales Management

Marketing Research

International Marketing

Customer Experience and Relationship Marketing

必STUDENTS



Undergraduate 351 Master's 112 **Ph.D.** 13

INTERNATIONAL

35.3% MALE

64.7% FFMALE



18.5%

MINORITY STUDENTS

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

12H **MOST CITED MARKETING** DEPARTMENT IN THE WORLD

Source: University of Minnesota Carlson School of Management

