The Area of Marketing and Supply Chain Management is dedicated to equipping graduates with the complex skills needed to assume key roles in organizations and achieve success in business. The Area of Marketing and Supply Chain Management offers a Bachelor of Business Administration in both Marketing and Supply Chain Management. In addition, students can enhance their abilities by completing a concentration in sales. Our award-winning faculty members — who publish research in the top journals in the field — are subject matter experts in consumer behavior, marketing strategy, sales management, and supply chain management.

Graduates of our programs find careers in a variety of industries and work for companies such as Black and Decker, Briggs Equipment, Cintas, ConocoPhillips, E. & J. Gallo, Ferguson, Goosehead Insurance, National Oilwell Varco, Phillips 66, and Sewell Automotive Company. Our Ph.D. program equips our graduates with solid theory-based training from top scholars in the field. The Area of Marketing and Supply Chain Management takes pride in excellence in teaching and has been awarded the Texas Tech University Departmental Excellence in Teaching Award. Additionally, faculty members from the Area of Marketing and Supply Chain Management have been awarded the Chancellor’s Excellence in Teaching Award — the highest teaching award offered at Texas Tech — three times, which is more than any other department in the university.

EXCELLENCE IN MARKETING
“Marketing professionals have outstanding career opportunities in personal selling, marketing research, account management, advertising, product development, and brand management. Our faculty engage students by promoting active learning through innovative teaching methods, such as service learning projects, faculty-led study abroad programs, sales and case competitions, student-faculty research projects, and company projects that enable Rawls College students to work on teams with students from European universities.”

Dennis Arnett, Ph.D.
Associate Dean for Undergraduate Programs and External Relations
John B. Malouf Professor of Marketing

EXCELLENCE IN SUPPLY CHAIN
“Supply chain performance is driven by effective communication, collaboration and coordination across functional and organizational boundaries. Students in the supply chain management major develop these skills through team-based projects, simulations, case studies, site visits, executive interactions and presentations. Students develop and implement integrated approaches to problems that consider essential business processes, costs and services in a holistic manner.”

Rodney Thomas, Ph.D.
Jerry S. Rawls Professor of Business Administration

EXCELLENCE IN SALES
“The sales program is designed to prepare students for success in their careers when they leave the Rawls College. Through extensive use of selling simulations, writing exercises and academic competitions, students improve their interpersonal skills. Additionally, shadowing assignments give students the opportunity to see real-world examples of personal selling. Students also engage in selling assignments in support of local charities or scholarships, striving to meet quotas and deadlines just like in business.”

Bob McDonald, Ph.D.
United Supermarkets Professor of Marketing
The Area of Marketing and Supply Chain Management offers a solid curriculum and excellent learning experiences that prepare students for success. These majors are designed to provide students with an understanding of the cutting-edge ideas and practices used in marketing and supply chain management to prepare them for the industry and also provide them with the foundation needed to advance in their careers.

**ACADEMIC PROGRAMS**

- Bachelor of Business Administration (B.B.A.) in Marketing (concentrations in Sales is available)
- Bachelor of Business Administration (B.B.A.) in Supply Chain Management
- Master of Business Administration (MBA) for Working Professionals
- STEM Master of Business Administration (STEM MBA)
- Doctor of Philosophy (Ph.D.) in Business Administration (concentration in Marketing)

**SAMPLE COURSE TOPICS**

- Brand Management/New Product Development
- Consumer Behavior
- International Marketing
- Marketing Research and Analysis
- Marketing Strategy
- Personal Selling
- Supply Chain Management

**STUDENT ORGANIZATIONS**

- Tech Marketing Association (open to all majors) | tma.ba.ttu.edu
- Tech Supply Chain Association | sca.ba.ttu.edu

For a complete list of organizations, visit studentorgs.ba.ttu.edu.

**PHYSIOLOGICAL AND NEUROLOGICAL IMAGING LABORATORY**

The Physiological and Neurological Imaging Laboratory (PANIL), established in August 2010, offers cutting-edge research tools to faculty and students — both graduate and undergraduate — at the Rawls College of Business. Through the use of state-of-the-art research equipment that can measure brain activity, muscle tension, breathing patterns, heartbeat, galvanic skin response, eye tracking and other physiological responses, PANIL provides the Rawls College a competitive edge. It forms a platform for pioneering research that impacts both the academic and professional worlds. PANIL enables students to have unique technical research experiences, which enhance their graduate study and employment opportunities. Graduate students and faculty participating in PANIL research are able to investigate research questions that are not possible at other institutions. PANIL is supervised by Dr. Shannon Rinaldo, Associate Professor of Marketing.

**RESEARCH INITIATIVES**

**LEGENDS IN MARKETING SERIES | DR. SHELBY D. HUNT**

Dr. Shelby D. Hunt, Jerry S. Rawls and P. W. Horn Professor of Marketing, was one of the first professors whose research was honored in the Legends in Marketing series, which provides insight and historical perspective into some of the greatest marketing thinkers of the 20th century. The series began in 2010 and reproduces the seminal works of each legend with an additional interview section in which the volume editors pose questions on research and the future of the discipline. In addition, researchers in the field provide a critical perspective on the articles in the volumes. Approximately 130 of Dr. Hunt’s published articles — many of which are award-winning — have been compiled into 10 separate volumes.

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