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 concentration 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.
Associate Professor of Marketing

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

EXCELLENCE IN LEARNING

“Service learning facilitates student engagement and involvement at a level that textbooks and lectures do not. Our students work with businesses to develop marketing plans, design social media strategies, build promotion campaigns, design efficient processes and develop programs that serve a need for these organizations. Students get hands-on experience while small and large businesses benefit from the opportunity to work with our energetic, creative, bright students.”

Shannon Rinaldo, Ph.D.
Associate Professor of Marketing
CURRICULUM OVERVIEW

The Area of Marketing offers a solid curriculum and excellent learning experiences that prepare students for success. The marketing major is designed to provide students with an understanding of the cutting-edge ideas and practices used in marketing to prepare them for their first position in marketing 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 and Supply Chain Management are available)
- Master of Business Administration (MBA) for Working Professionals
- 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

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.

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.

MARKETING 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.