Department of Marketing

Professor David L. Mothersbaugh, Department Head
Office: 109 Alston Hall
The marketing department at Culverhouse is for students whose interest is in the customer interface in either an industrial (business to business) or consumer (business to consumer) setting. Marketing is the process by which businesses communicate their intrinsic value to customers and other businesses. Marketing majors learn how to communicate value to customers, win customer trust and maintain and enrich customer relationships by delivering world-class products and services; and they apply this knowledge through real-world projects. Success in the marketplace requires firms to develop and execute marketing strategies that consider such factors as customers, competitors, economic conditions and global opportunities. In support of a firm’s customer-focused mission, marketers engage in such activities as professional selling, services marketing, new product development, supply chain management, global marketing and social media marketing, as well as the research and strategic planning activities that undergird all activities in today’s data-driven economy.

The Marketing faculty is dedicated to student success. They bring real-world corporate experience to the classroom, and our programs are designed to enhance the student-corporate interface through on-campus corporate visits, internships, mentoring opportunities and jobs.

• Major
  • Marketing (BA)
• Minor for Non-Business Majors
  • World Business

Chair
• David L. Mothersbaugh

Professors
• Authur W. Allaway
• Sharon E. Beatty
• Alexander E. Ellinger
• George R. Franke
• Robert M. Morgan
• Kristy E. Reynolds

Associate professors
• Thomas L. Baker
• Giles D. D’Souza
• Peter Magnusson

Assistant professors
• Jack Clampit
• Nikolaos Panagopoulos

Instructors
• James P. Brown
• Joe Calamusa
• Susan Fant
• Diana Gomez
• Pamela Hill
• Elizabeth Jernigan
• David Lacek
• Joyce Meyer
• Michael Pope
• Jenna Stiffler
• Joel Strayer

In addition to completing the specific prerequisites included in the descriptions of the following courses, all students seeking to enroll in 300- or 400-level courses in the Culverhouse College of Commerce must have earned a minimum of 60 credit hours.

All Commerce students, prior to registering for any 300- or 400-level Commerce course, must complete or be enrolled in the following courses (or their equivalents):
AC 210 Intro To Accounting, EC 110 Principles of Microeconomics, EC 111 Principles of Macroeconomics, LG 200 Legal Environment of Business, MATH 121 Calculus & Applications or MATH 125 Calculus I, and ST 260 Statistical Data Analysis. Failure to complete these prerequisites prior to attempting a 300- or 400-level Commerce course will result in administrative disenrollment from that course.

MKT
300
Hours
3
Marketing
A survey course that describes the nature of domestic and global marketing management. Emphasis is placed on market analysis to include consumer, industrial, institutional, and governmental markets for goods and services. Also emphasized are the marketing management functions of planning, pricing, promoting, and distributing goods and services in business and nonprofit contexts.

MKT
310
Hours
3
Principles of Social Media
A survey of interactive, electronic media and technology that enable organizations to 1) acquire products, services and materials from suppliers, 2) market goods and services to customers, 3) allow members of the organization to communicate with each other, and 4) monitor the external environment. Students develop e-commerce-related skills to design and execute a firm’s marketing efforts, including Web project management, electronic market development and management, Web-enabled selling, and other emerging areas of marketing.

Prerequisite(s): MKT 300

View All Courses