



THE FLORIDA STATE UNIVERSITY  
COLLEGE OF BUSINESS

# FAST FACTS

DEPARTMENT OF MARKETING

The Department of Marketing offers a unique blend of traditional disciplines and novel knowledge pursuits. Along with instruction and research in marketing and consumer behavior, our faculty excels in teaching and examining sales and sales management, operations management, supply-chain management and multinational business operations. Unlike most business schools, our marketing faculty members reside in one central department, leveraging the synergies among these academic areas to provide a key competitive advantage.

Regardless of their specialty, many of our faculty members have a scholarly interest in services marketing or service operations. This key strength – a focus on the interdisciplinary nature of services – reflects the current emphasis of our nation and state's economies. Virtually all placement opportunities for our marketing graduates are in this area. Faculty also has a growing interest in sustainability, green marketing, social responsibility and corporate-affairs management.

### Rankings & Recognitions:

- Florida State's marketing faculty have won several prestigious teaching awards and produce research at a rate that places them among the most productive in the nation.
- The department has one of the highest doctoral student publication rates in the nation, which has led to placements on faculties at Auburn, Cornell, Kansas State, Michigan State and Texas Tech universities.
- Under the leadership of Dr. Charlie Hofacker, FSU is ranked third in the nation for the number of Internet-related research articles published in top marketing journals.
- The undergraduate professional sales students have won several national championships, and the department boasts a near 100 percent placement rate of its professional sales graduates.

### Degrees Offered:

Bachelor's in marketing (majors in marketing or professional sales); master's in marketing – corporate reputation management; and Ph.D. in marketing.

### Faculty:

The 18 full-time faculty members include one endowed chair and five named professors.

### Total Student Enrollment:

697 marketing majors and 126 professional sales majors (Fall 2011).

### International Coursework:

Marketing courses are offered in Chile, Italy, Japan, Panama, South Korea, Spain, Switzerland and the United Kingdom.

### Student Opportunities:

Students gain valuable leadership experience when connecting the classroom to the world through hands-on experience in the following organizations and events:

- The **American Marketing Association** furthers the professional development of students through leadership training and involvement in the marketing field.
- A new competition hosted by FSU, the **International Collegiate Sales Competition** is designed to enhance the selling profession by developing and encouraging critical international skills. The competition will bring 36 top schools together and be judged by major corporate executives.
- The **National Collegiate Sales Competition** brings together top professional sales students from more than 50 nationally recognized universities and is judged by major corporate executives.
- The **Sales Club** furthers students' understanding of sales as a career, sharpens members' selling skills and provides access to career opportunities in the sales profession.
- Held each fall and spring for marketing and sales students, the **Seminole Sales Showcase** features a sales-focused job fair, a student competition and presentations by nationally known executives.

**Faculty serve on editorial boards for the following journals:**

*Direct Marketing: An International Journal*  
*European Journal of Innovation Management*  
*Health Marketing Quarterly*  
*International Journal of Consumer Studies*  
*International Journal of Entrepreneurship and Small Business*  
*International Journal of Pharmaceutical and Healthcare Marketing*  
*Internet Research*  
*Journal of the Academy of Marketing Science*  
*Journal of Business Logistics*  
*Journal of Business Research*  
*Journal of Classification*  
*Journal of Interactive Marketing* (editor)  
*Journal of International Business Studies*  
*Journal of International Entrepreneurship*  
*Journal of International Marketing*  
*Journal of Management Research*

*Journal of Marketing Management*  
*Journal of Non-Profit & Public Sector Marketing*  
*Journal of Personal Selling & Sales Management*  
*Journal of Problem Solving*  
*Journal of Relationship Marketing*  
*Journal of Retailing*  
*Journal of Selling & Major Account Management*  
*Journal of Service Research*  
*Journal of Services Industries Management*  
*Journal of Supply Chain Management*  
*Journal of World Business*  
*Managing Service Quality*  
*Marketing Theory*  
*Psychological Reports* (associate editor)  
*Service Industries Journal* (editor)

**Recent Faculty Publications:**

Ahearne, M., J. Mathieu, S.K. Lam, and **W. Bolander** (2010). "Why Are Some Salespeople Better At Adapting to Organizational Change?" *Journal of Marketing*.

**Brady, M.K.**, C.M. Voorhees, and M.J. Brusco (2012). "Service Sweethearting: Its Antecedents and Customer Consequences," *Journal of Marketing*.

**Brusco, M.J.**, D. Steinley, J.D. Cradit, and R. Singh (2012). "Emergent Clustering Methods for Empirical OM Research," *Journal of Operations Management*.

Clark, R.A., J.J. Zboja, and **R.E. Goldsmith** (2012). "Antecedents of Coupon Proneness: A Key Mediator of Coupon Redemption." *Journal of Promotion Management*.

**Cronin, J.J., J.S. Smith**, M.R. Gleim, and E. Ramirez (2011). "Green Marketing Strategies: An Examination of Stakeholders and the Opportunities They Present," *Journal of the Academy of Marketing Science*.

**D. Kim**, B. Jean, and R. Sinkovics (forthcoming). "Drivers and Performance Outcomes of Supplier Innovation Generation in Customer-Supplier Relationships: The Role of Power-Dependence," *Decision Sciences*.

Geibelhausen, M.D., S.G. Robinson, and **J.J. Cronin** (2011). "Worth Waiting For: Increasing Satisfaction by Making Consumers Wait," *Journal of the Academy of Marketing Science*.

Liu, L., S. Ram, R.F. Lusch, and **M.J. Brusco** (2011). "Multicriterion Market Segmentation: A New Model, Implementation, and Evaluation," *Marketing Science*.

Moreau, C.P., **L. Bonney**, and K.B. Herd (2011). "It's the Thought (and the Effort) That Counts: How Customizing for Others Differs from Customizing for Oneself," *Journal of Marketing*.

Pagani, M., **R. Goldsmith** and **C.F. Hofacker** (2011). "The Influence of Personality on Active and Passive Use of Social Networking Sites," *Psychology & Marketing*.

**Peloza, J.** and J. Shang (2011). "How Can Corporate Social Responsibility Activities Create Value for Stakeholders? A Systematic Review," *Journal of the Academy of Marketing Science*.

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