



COLLEGE OF BUSINESS

Department of **MARKETING**

International Acclaim. Individual Attention.

Fast Facts

The Department of Marketing at Florida State University is unique in terms of composition and focus relative to other marketing departments around the world. In addition to instruction and research in the traditional areas of marketing and consumer behavior, our marketing department also provides instruction and research in sales and sales management, operations management, supply chain management, and multinational business operations. In most colleges of business, these faculty groups reside in separate departments. Our ability to leverage the synergies among these academic areas is a key competitive advantage and strength for our department.

In addition, many of our faculty (regardless of academic specialty) have a scholarly focus in services marketing or service operations. This is also a key strength of our department in that our services focus coincides with the thrust of our nation's and state's economies, virtually all of the placement opportunities for our marketing graduates, and a growing scholarly interest in the interdisciplinary nature of services. Our faculty also has a growing interest in sustainability, green marketing, social responsibility, and corporate affairs management.

Rankings & Recognitions:

- Marketing faculty have won several prestigious teaching awards and produce research at a rate that places them among the Top 10 most productive faculties in the nation.
- The department has one of the highest doctoral student publication rates in the nation. This has led to recent placements at Cornell, Texas Tech, Kansas State, Michigan State, and Auburn.
- Our undergraduate sales students were crowned National Champions at the 2008 National Collegiate Sales Competition. Due to this and other recent successes, the department enjoys a 100% placement rate for graduates of its Professional Sales program.
- Dr. Gary Knight is ranked as the world's 26th most prolific author in international business. His efforts have ranked FSU as No. 14 in the U.S. and No. 29 in the world as the most prolific institutions in international business research.
- Dr. Joe Cronin is ranked 12th among marketing scholars in terms of average annual citations of work published during the 1990s. His 1992 *Journal of Marketing* article on service quality was identified as the second most cited article of the decade and the 9th most cited in the last 25 years.
- Under the leadership of Dr. Charlie Hofacker, FSU is ranked third in the nation with respect to the number of Internet-related research articles published in top marketing journals between 1994 and 2003.

Degrees Offered:

B.S. in Marketing (majors in Marketing or Professional Sales); M.S. in Marketing – Corporate Reputation Management (coming soon); and Ph.D. in Marketing.

Faculty:

The faculty consists of one (1) Endowed Chair, five (5) Named Professors for a total of 18 full-time faculty.

Total Enrollment of Marketing Students:

957 (Fall 2009)

International Coursework:

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

Student Opportunities:

Marketing students gain valuable leadership experience when they connect the classroom to the world through events and hands-on projects such as:

- **American Marketing Association** – furthers the professional development of students through leadership training and involvement in the marketing field.
- **Students in Free Enterprise (SIFE)** – a global, nonprofit organization that mobilizes college students to make a difference in their communities while developing skills to become socially responsible business leaders.
- **Sales Club** – furthers students' understanding of sales as a career; gives members the opportunity to sharpen their selling skills and gain access to career opportunities in the sales profession.
- **Sales and Marketing Day** – focuses on the career opportunities available to graduating marketing and sales students. The event, held each spring, includes a student competition, a presentation by a nationally known executive, and an evening reception.
- **National Collegiate Sales Competition** – brings together top students from sales programs at more than 50 nationally recognized universities; major corporate executives judge the competition.

For more information, contact:

The Florida State University
College of Business
Department of Marketing
821 Academic Way, Room 307
P.O. Box 3061110
Tallahassee, FL 32306-1110

850.644.4091 office
850.644.4098 fax
www.cob.fsu.edu/mar

Current Editorial Boards Faculty Serve On:

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 Logistics Management

International Journal of Pharmaceutical and Healthcare Marketing

Internet Research

Journal of the Academy of Marketing Science

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 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:

Andrews, R. L., **Brusco, M. J.**, and Currim, I. S. (2010), "Amalgamation of partitions from multiple segmentation bases: A comparison of model-based and non-model based procedures," *European Journal of Operational Research*, 201 (2), 608-618.

Baker, T. L., **Cronin, J. J.**, and Hopkins, C. (forthcoming), "The impact of involvement on key service relationships," *Journal of Services Marketing*.

Brusco, M. J., Steinley, D., and Cradit, J. D. (2009), "An exact algorithm for finding hierarchically well-formulated subsets in second-order polynomial regression," *Technometrics*, 51 (3), 306-315.

Cavusgil, S. T., **Knight, G.**, Riesenberger, J. and Yaprak, A. *International Marketing Research*. (New York: Business Expert Press, 2009).

Cronin, J. J., **Brady, M. K.**, Roehm, M. L., and Fox, G. (forthcoming), "Strategies to offset performance failures: The role of brand equity," *Journal of Retailing*.

Ferrell, O. C. and **Hartline, M. D.** *Marketing Strategy*, 5th edition. (Mason, OH: Cengage Learning, Thomson/Southwestern Publishing, 2011).

Gelb, B., **Andrews, D.**, and Lam, S. (2007), "A strategic perspective on sales promotions," *MIT Sloan Management Review*, 48 (Summer).

Hofacker, C. F., Gleim, M., and Lawson, S. (2009), "Revealed reader preference for marketing journals," *Journal of the Academy of Marketing Science*, 37(2), 238-247.

Kim, D., Cavusgil, S. T., and Calantone, R. (2006), "Information system innovations and supply-chain management: Channel relationships and firm performance," *Journal of the Academy of Marketing Science*, 34 (1), 40-54.

Knight, G. and **Kim, D.** (2008), "International business competence and the contemporary firm," *Journal of International Business Studies*, 40 (2), 255-273.

Lee, R. P., Chen, Q., **Kim, D.**, and Johnson, J. L. (2008), "Knowledge transfer between multinational corporations' headquarters and their subsidiaries: Influences on and implications for new product outcomes," *Journal of International Marketing*, 16 (2), 1-31. – Received the *Journal of International Marketing* S. Tamer Cavusgil Award.

Lee, R. P. and Johnson, J. L. (2009), "Managing multiple facets of risk in new product alliances," *Decision Sciences*, 41 (1).

Lee, R. P., Johnson, J. L., and Grewal, R. (2008), "Understanding the antecedents of collateral learning in new product alliances," *International Journal of Research in Marketing*, 25 (3), 192-200.

McCull-Kennedy, J., Patterson, P. G., Smith, A. K., and **Brady, M. K.** (2009), "Customer rage episodes: Emotions, expressions and behaviors," *Journal of Retailing*, 85 (2), 222-237.

Pillai, K. and **Goldsmith, R. E.** (2009), "How brand attribute typicality and consumer commitment moderate the influence of comparative advertising," *Journal of Business Research*, 61 (9), 933-941.

Pillai, K. and **Hofacker, C. F.** (2007), "Calibration of consumer knowledge of the web," *International Journal of Research in Marketing*, 24 (3), 254-267.

Plouffe, C. R., Hulland, J., and Wachner, T. (2009), "Customer-directed selling behaviors and performance: A comparison of existing perspectives," *Journal of the Academy of Marketing Science*, 37 (4), 422-439.

Ramirez, E. and **Goldsmith, R. E.** (2009), "Some antecedents of price sensitivity," *Journal of Marketing Theory and Practice*, 17 (3), 199-213.

Roehm, M. L. and **Brady, M. K.** (2007), "Consumer responses to performance failures by high-equity brands," *Journal of Consumer Research*, 34 (December), 537-545.

Smith, J. S. and Karwan, K. R. (forthcoming), "Empirical profiles of service recovery systems: The maturity perspective," *Journal of Service Research*.

Smith, J. S., Karwan, K. R., and Markland, R. E. (2009), "An empirical examination of the structural dimensions of the service recovery system," *Decision Sciences*, 40 (1).

Smith, J. S., Karwan, K. R., and Markland, R. E. (2007), "A note on the growth of research in service operations management," *Production and Operations Management*, 16 (6).

Wachner, T., **Plouffe, C. R.**, and Grégoire, Y. (2009), "SOCO's impact on individual sales performance: The integration of selling skills as a missing link," *Industrial Marketing Management*, 38 (1), 32-44.