

MARKETING DEPARTMENT

Chair: Richard J. Lutz

Graduate Coordinator: Aner Sela

The Marketing Department at the University of Florida is a recognized leader in the discipline of marketing. For over a decade, our faculty has ranked as one of the most productive and influential in the field. Our faculty is known for conducting provocative, cutting-edge research that contributes both to the scientific understanding and practice of marketing. Our Ph.D. program has produced many leading researchers in the discipline. And the David F. Miller Center for Retailing Education and Research is known as one of the foremost centers for developing the science of retailing.

The Marketing Department offers a graduate program leading to the degree of Ph.D. in Business Administration (Marketing). Requirements for the Ph.D. degree are described in the Graduate Degrees (<http://gradcatalog.ufl.edu/graduate/degrees/>) section of this catalog.

For more information, please see our website: <http://warrington.ufl.edu/departments/mkt> (<http://warrington.ufl.edu/departments/mkt/>).

Majors

- Business Administration (Marketing - Master's) (<http://gradcatalog.ufl.edu/graduate/colleges-departments/business/marketing/business-administration-masters/>)
- Business Administration (Marketing - Ph.D.) (<http://gradcatalog.ufl.edu/graduate/colleges-departments/business/marketing/business-administration-phd/>)

Faculty

Professor

- Janiszewski, Christopher Allen
- Lutz, Richard J.
- Xie, Jinhong

Associate Professor

- Brenner, Lyle A.
- Cooke, Alan David
- Mitra, Debanjan
- Sela, Aner
- Shin, Woochoel

Assistant Professor

- Hosseininasab, Amin
- Tu, Yanping
- Yang, Yang
- Zou, Tianxin

Eminent Scholar

- Shugan, Steven Mark

Distinguished Professor

- Alba, Joseph W.

Clinical Professor

- Podsakoff, Philip M.

Affiliated Faculty

- Tufts, Steven Dale
Clinical Professor