

MARKETING POINTS OF PRIDE

FACULTY

- Faculty have numerous publications in the field's leading academic and practitioner journals, including the *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Consumer Research*, *Journal of Consumer Psychology*, *Journal of Retailing*, *Marketing Science*, *Journal of the Academy of Marketing Science* and *Journal of Interactive Marketing*.
- Two faculty are ranked among the Top 30 marketing scholars worldwide for research productivity in premier American Marketing Association (AMA) journals.
- In 2015, the Marketing Department was ranked 23rd worldwide based on the number of publications in the premier AMA journals.
- Terry Marketing faculty publish award-winning research and scholarship, including:
 - The Marketing EDGE Robert B. Clarke Outstanding Educator Award, recognizing an academician's overall achievement in marketing education.
 - The Mary Kay Doctoral Dissertation Award from the Academy of Marketing Science.
 - The Marketing Science Institute's biennial Young Scholar Program, which recognizes approximately 30 of the most promising scholars in marketing and closely related fields whose work suggests they are potential leaders of the "next generation" of marketing academics.
 - A finalist for the Harold Maynard Award, given by the American Marketing Association for outstanding contributions to marketing theory.
- Terry Marketing faculty are leaders in the profession:
 - Elected to serve on the Marketing EDGE Board of Trustees.
 - Holding 26 positions on editorial review boards, including area editors for the prestigious *Journal of Marketing* and *Journal of the Academy of Marketing Science*.
- Faculty have received numerous teaching accolades, including UGA's Top 10 Professors and the SGA Outstanding Professor Recognition Award.

STUDENTS AND ALUMNI

- The Marketing Department serves about 800 undergraduate marketing majors, including double majors and dual degrees, 24 Master of Marketing Research (MMR) students and 10 doctoral students (PhD).
- At the 2015 National Collegiate Sales Competition, Terry placed first among 65 colleges and also placed first among individual student competitors.
- The UGA chapter of Pi Sigma Epsilon, the only national co-ed professional fraternity in marketing, is Top Gold Chapter in the nation (out of 65 chapters) and took second place at the PSE National Convention.
- The PSE Gamma Chapter was recently awarded the Top Marketing Project by the Vector Marketing Corporation at the PSE National Sales Conference.
- Graduates of our MMR program currently hold positions of CEO, senior partner, senior vice president, director and partner at leading supplier, client and consulting firms, including The Coca-Cola Company, Sears, Eli Lilly, AstraZeneca, McKinsey, JPMorgan Chase, Michelin, M/A/R/C, Anheuser-Busch, Merck and others.
- Graduates of our PhD program are on the faculty at Boston College, University of Pittsburgh, Clemson University, Northeastern University, University of Tennessee, and University of Texas. The dean of Old Dominion University's Strome College of Business received his PhD in Marketing from the Terry College.

PROGRAMS AND INITIATIVES

- The Master of Marketing Research degree program was the first of its kind and the model for programs at other universities. The MMR program has graduated 36 classes and boasts more than 600 alumni.
- The department offers two Areas of Emphasis – Digital Marketing and Professional Sales – as well as courses in marketing analytics for undergraduate majors.
- Facilities include the State Farm Sales Lab, modeled on the facilities used at the National Collegiate Sales Competition. The sales lab has six presentation rooms for sales role-playing exercises, a screening room that can display six presentations simultaneously, and technology that allows for live video to be streamed to remote locations.
- Terry College hosts and co-sponsors the American Marketing Association's Marketing Research Academy and the Advanced School of Marketing Research – two week-long executive education programs for marketing research professionals.



Terry College of Business
UNIVERSITY OF GEORGIA