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GENERAL

DEPARTMENT OF MARKETING & ENTREPRENEURSHIP

How We Rank...

The Bauer College Department of Marketing & Entrepreneurship has outstanding marketing, entrepreneurship, and selling programs.

Marketing: 34th worldwide in marketing scholarship over a fifteen-year publishing period in nine major journals. Doctoral students have won the international award for best dissertation in the field of marketing in two of the past five years.

Entrepreneurship: Placed first or second in four national business plan competitions within the past two years.

Selling: Home of the top university selling program in the world, with the largest enrollment, deepest curriculum, and award-winning scholarship.

What is Marketing?

Marketing is the science of buying and selling and all of the collateral activities that support it. It is developing great products and services, creating a strategy to sell them, and effectively implementing that strategy. The Bauer College Department of Marketing & Entrepreneurship carries this excitement into the classroom. The department is nationally recognized for its research focus and cutting-edge courses in marketing strategy, market research, buyer behavior, personal selling, sales force management, and international marketing.

Career Opportunities

"Marketing majors enjoy careers in every aspect of marketing, including selling and sales management, general management, market research, strategic planning, retailing, purchasing, and advertising and promotion," says Ed Blair, department chairman.

Unique Programs

The **Program for Excellence in Selling (PES)** develops high-value, business-to-business selling skills and attracts recruiters from some of Houston's most prestigious companies. "This program has



Eli Jones

Associate Professor of Marketing and
Executive Director of the Program for Excellence in Selling

become the number one professional selling university program in the country," says Eli Jones, executive director of PES. "It was the first to make live sales calls on corporate executives. Graduates of the program are producing outstanding results for partner organizations." Partners include Avaya, BMC Software, CB Richard Ellis, CEMEX, Eli Lilly, GlaxoSmithKline, Frito-Lay, Northwestern Mutual, Liberty Mutual, State Farm, Administaff, Xerox, and others.

The **Center for Entrepreneurship and Innovation (CEI)** prepares students to steer start-up companies. Undergraduate CEI teams write



Ed Blair

Chairman, Marketing & Entrepreneurship
and Professor of Marketing

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winning business plans, the capstone of a business degree requiring knowledge of every area of business. Bauer CEI undergraduates have won business plan writing competitions against M.B.A. teams representing universities across the nation. CEI is the home of the Outstanding Speakers Series, BurgerFest, and the annual Entrepreneurs Golf Tournament.

The **Institute for Health Care Marketing** contributes to a vast industry through research in health care marketing and medical decision making.

Department of Marketing & Entrepreneurship at a glance

Mean annual salary upon graduation: \$34,187

Faculty:

- 3 endowed chairs
- 10 tenured or tenure-track faculty
- 4 nontenure track
- 16 lecturers

Programs:

- B.B.A. in marketing
- B.B.A. in entrepreneurship
- Undergraduate minor in marketing
- Undergraduate certificate in sales
- M.B.A. focus in marketing
- Ph.D. in marketing

Centers:

- Program for Excellence in Selling (PES)
- Center for Entrepreneurship and Innovation (CEI)
- Institute for Health Care Marketing

Outstanding Faculty

Home to a host of highly published professors who hold Ph.D.s from top universities, the Department of Marketing & Entrepreneurship is broadly respected for its research. Faculty members publish in and serve on the editorial boards of major peer-reviewed publications including: *Journal of Marketing Research*, *Marketing Science*, *Journal of the Academy of Marketing Science*, *Journal of Retailing*, *Journal of Advertising Research*, *Journal of Personal Selling and Sales Management*, *Industrial Marketing Management*, *Journal of Business Research*, and others.

Faculty Honors

Edward Blair was honored as the Stellner Scholar in Residence by the Department of Business Administration at the University of Illinois.

Steve Brown is recognized as one of the most productive researchers in marketing by the *Journal of Marketing Education*.

Keith Cox is the recipient of the American Marketing Association Lemburg Award for distinguished service to the field of marketing.

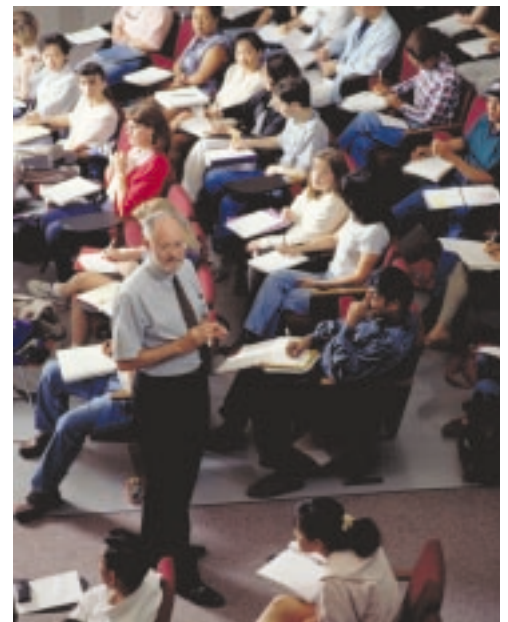
James Hess is past president of the Institute for Management Science (INFORMS) Society on Marketing Science, the principal academic group for scholars in the field of marketing science (quantitative marketing).

Eli Jones is the recipient of the J. M. Comer Award for "Best Contribution to Selling and Sales

Management Theory/Methodology"; and the Marvin Jolson Award for "Best Contribution to Selling and Sales Management Practice" as co-author of two articles published in the *Journal of Personal Selling and Sales Management*.

Find out more...

Visit the Bauer Department of Marketing & Entrepreneurship at www.bauer.uh.edu.



Professor Keith Cox lectures to a class.

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