

# Department of Marketing

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## Overview

Marketing is an essential function of business – driving sales and building awareness for all forms of organizations: from major corporations and marketing agencies to non-profit organizations. As businesses encounter evolving challenges, integrated marketing professionals with rigorous and practical interdisciplinary skills are in high demand. Companies recognize that their approach to reaching customers must adapt and they are seeking innovative marketing professionals to propel business forward.

## Why Marketing at NC State?

Consistent with NC State's Think and Do mantra, there is an emphasis within our marketing curriculum on real world application.

This can be most readily observed through our practicum offerings but is also a theme through other concentration courses where students are developing their knowledge base and applying it through projects for real companies, as well as other application focused exercises such as simulations and case studies.

We have a strong connection with industry partners ensuring students are learning skills valuable for post-graduate employment.

## Contact

### Department of Marketing

Poole College of Management  
2300 Nelson Hall  
Raleigh, NC 27695  
919.515.5565

Website (<https://poole.ncsu.edu/faculty-and-research/marketing-department/>)

Jonathan Bohlmann (<https://poole.ncsu.edu/people/jdbohlma/>)  
Department Head  
Professor of Marketing and Innovation

## Department Head

Jonathan Bohlmann

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## Professors

David Henard

Ram Janakiraman, *R. Randall Rollins Distinguished Professor*

Bill Rand, *McLauchlan Distinguished Professor*

Rishika Rishika

Michael Stanko

Stacy Wood, *Langdon Distinguished University Professor*

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## Associate Professor

Stefanie Robinson

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## Assistant Professor

Fangfei Guo

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## Teaching Assistant Professor

Pieter Verhallen

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## Practice/Research/Teaching Professors

Haroon Abbu, *Professor of Practice in Marketing and Analytics*

Tom Byrnes, *Professor of Practice in Marketing*

Patrice Nealon, *Professor of Practice in Marketing*

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## Lecturer

Ross O'Donovan

- Business Administration (BS): Marketing Concentration (<https://catalog.ncsu.edu/undergraduate/management/marketing/business-administration-bs-marketing-concentration/>)