

College of Business and Public Administration

Department of Marketing Graduate Faculty

The Department of Marketing at the University of North Dakota is dedicated to preparing students for domestic and international careers in sales, advertising, retailing, product planning, marketing research, and other marketing-related occupations. Marketing graduates are employed in both profit and non-profit organizations.

The Marketing Department is home to six full-time faculty members with expertise in the full range of marketing disciplines. Faculty pride themselves on balancing theoretical and applied concepts, are well-published in academic circles, and well-respected in regional business and industry for their practical knowledge and skills. Students can expect to be engaged in a wide variety of learning environments, ranging from traditional classroom lecture to hands-on, client-centered projects. A variety of internship and cooperative education opportunities are available.

Physical facilities include the newly inaugurated (2004) Page Family Marketing Center, with a state-of-the-art computer lab and dual-purpose conference/focus group room. Student group projects are facilitated by several break-out rooms in the Marketing Department suite. Graciously funded by UND alumni Greg and Cindy Page, the Center represents the most recent efforts to maintain the highest quality marketing program in the region.

While most program graduates begin their careers within this region, many have been placed the world over, including increasing numbers from exchange program partners in Europe, especially Norway and France. The Department encourages its majors to consider opportunities for personal and intellectual growth through exchange with business programs in China and Norway, as well as faculty-led educational travel in many more locations.



Mary Askim-Lovseth, Ph.D.

maskim@business.und.edu

Rank: Associate Professor – Morrison Faculty Fellow

Recent Courses Taught:	<i>Dept/Number</i>	<i>Title (subject)</i>
	MRKT 310	Consumer Behavior
	MRKT 315	Retail Management
	MRKT 397	Cooperative Educ. in Marketing
	MRKT 497	Internships in Marketing

Major Field of Study: Retail Management

Research Interests: Website Evaluation (strategy and consumer behavior), Credit Cards, Ex-Entrepreneurs, Food Marketing



Brent Baker, Ph.D.

bbaker@business.und.edu

Rank: Assistant Professor

Recent Courses Taught:

<i>Dept/Number</i>	<i>Title (subject)</i>
MRKT 311	Professional Selling
MRKT 411	Sales Management

Major Field of Study: Marketing and Sales Management

Research Interests: Business to Business issues, Sales Franchising and Relationship Management



Connie Bateman, D.B.A.

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Rank: Associate Professor

Recent Courses Taught:

<i>Dept/Number</i>	<i>Title (subject)</i>
MRKT 305	Marketing Foundation
MRKT 330	Marketing Research
MRKT 510	Strategic Marketing Planning

Major Field of Study: Marketing

Research Interests: Strategic Marketing Planning, Ethical Decision Making for Corporations and Consumers, Transfer Pricing for MNC's, Faith-Based Marketing Initiatives.



James Faircloth, D.B.A.
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Rank: Associate Professor

Recent Courses Taught:

<i>Dept/Number</i>	<i>Title (subject)</i>
MRKT 305	Marketing Foundation
MRKT 450	Marketing Management
MRKT 510	Strategic Market Planning

Major Field's of Study: Consumer Behavior and Marketing Management

Research Interests: Brand Equity, Brand Image, Small Business Marketing



William Lesch, Ph.D.
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Rank: Professor

Recent Courses Taught:

<i>Dept/Number</i>	<i>Title (subject)</i>
MRKT 312	Advertising
MRKT 325	International Marketing

Major Field of Study: Mass Communication

Research Interests: Research has concentrated on marketing and public policy, international issues, and a range of related topics.



William Martin, Ph.D.

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Rank: Assistant Professor

Recent Courses Taught:

<i>Dept/Number</i>	<i>Title (subject)</i>
MRKT 405	Brand and Product Management
MRKT 450	Marketing Management

Major Field of Study: Marketing and Brand Management

Research Interests: Social Influences on Consumer Behavior, Brand Management



Robert Tangsrud, Ph.D.

bob.tangsrud@mail.business.und.edu

Rank: Assistant Professor

Recent Courses Taught:

<i>Dept/Number</i>	<i>Title (subject)</i>
MRKT 311	Professional Selling
MRKT 411	Sales Management
MRKT 430	Relationship Marketing

Major Field of Study: Marketing

Research Interests: Marketing Relationships, Consumer Aging and Decision-Making, Personal Selling, Sales Management. Has taught relationship Marketing, and Marketing Research.