

DEPARTMENT OF MARKETING

Dr. Lukas Forbes, Department Chair

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The Department of Marketing at Western Kentucky University offers a flexible, industry-relevant program that prepares students for success in today's competitive and evolving business landscape. Students can choose from three concentrations: Sales, Strategic Marketing, or Social Media Marketing. The department also offers minors and certificate programs to enhance career readiness and specialization.

Our curriculum combines academic rigor with hands-on learning, small class sizes, and faculty who bring real-world marketing experience into the classroom. Students gain practical skills in communication, analytics, strategy, and digital engagement—key areas sought by employers across industries.

Grounded in a commitment to our core values—including honesty, integrity, trustworthiness, initiative, empathy, accountability, and cultural awareness—we prepare graduates to lead with purpose and professionalism in a global market.

Marketing Vision Statement

Western Kentucky University's Marketing Department will be regionally acclaimed and nationally recognized for excellence in marketing and sales education.

Marketing Mission Statement

"To offer high quality undergraduate and graduate education for our varied constituencies." Our goal is to graduate students with the knowledge and skills necessary for success and leadership in the business community. To accomplish this mission, we will use progressive teaching techniques as well as seek and apply knowledge through research. We also provide service to the university and the community using our expertise. Ultimately, we ensure that students are prepared to excel in an ever changing, increasingly competitive, global environment by engaging them in the classroom and the business community.

Core Values (for students and faculty)

- Honesty
- Integrity
- Trustworthiness
- Ethics
- Initiative
- Curiosity
- Tolerance of Other People and Ideas
- Loyalty
- Accountability / Personal Responsibility
- Entrepreneurial Spirit
- Strong Work Ethic

- Empathy
- Cultural Awareness and Respect

Degree

- Marketing, Bachelor of Science (720) (<http://catalog.wku.edu/undergraduate/business/marketing/marketing-bs/>)

Minors

- Marketing, Minor (413) (<http://catalog.wku.edu/undergraduate/business/marketing/marketing-minor/>)
- Sales, Minor (452) (<http://catalog.wku.edu/undergraduate/business/marketing/sales-minor/>)

Certificate

- Sales, Certificate (1776) (<http://catalog.wku.edu/undergraduate/business/marketing/sales-certificate/>)

Faculty Professor

Lukas Forbes PhD (Business Administration), University of Kentucky, 2004

Craig A. Martin PhD (Business Administration, Marketing), University of Memphis, 1999

Kathryn J. Melancon PhD (Business Administration, Marketing), University of Mississippi, 2007

Patricia R. Todd DBA (Business Administration), Cleveland State University, 2006

Associate Professor

Mary J. Gardner DBA (Marketing), Kennesaw State University, 2017
Ruomeng Wu PhD (Business Administration), University of Cincinnati Main Campus, 2019

Assistant Professor

Kathryn A. Nicewicz Scott PhD (Business Administration), Kennesaw State University, 2022

Instructor I

Jeffrey W. Peake MBA (Business Administration), Murray State University, 2010

Instructor II

Gregory A. Siegelman MBA (Business Administration), Cornell University, 1981