

Department of Marketing Journal List

Approved January 14, 2020

Elite Journals

Journal of Marketing
Journal of Marketing Research
Journal of the Academy of Marketing Science
Journal of Business Research
Journal of Retailing
Journal of Services Research

Category 1

*AMS Review
*European Journal of Marketing
*Industrial Marketing Management
*Journal of Advertising
*Journal of Advertising Research
*Journal of Consumer Research
*Journal of Interactive Marketing
*Journal of Public Policy and Marketing
*Journal of Marketing Education
*Journal of Marketing Theory and Practice
*Journal of Services Marketing
*Psychology and Marketing
International Journal of Advertising
International Marketing Review
Journal of Business-to-Business Marketing
Journal of Brand Management
Journal of Consumer Marketing
Journal of International Marketing
Journal of Personal Selling and Sales Management
Journal of Product and Brand Management
Journal of Retailing and Consumer Services
Marketing Education Review
Marketing Letters
Marketing Theory

Notes:

A publication in a journal of another discipline will be valued based on the relevant Auburn University department's evaluation of that journal.

All journals in category 4 or 4* of the Association of Business Schools (ABS) rankings **and/or listed as *Financial Times* Top 50 publications** will be considered elite. Journals currently in category 3 of the ABS will be considered as category 1 ranked.

Within Category 1, faculty are encouraged to target outlets designated with a star*

Faculty providing substantial supporting evidence may petition for edits/additions to the journal list; pending approval of the tenured faculty.