MKTG JOURNAL CLASSIFICATION LIST:

Approved by Department Faculty: 1.24.2006
Approved by Department Faculty: January 13, 2012
Approved by Deaprtment Faculty: January 15, 2015
Approved by Deaprtment Faculty: May 5, 2025
Approved by Department Faculty: April 21, 2026
Approved by MKTG Department Faculty: September 15, 2026
Revised: 3.18.2008
Revised: 11.17.2009
Revised: November 2011
Revised: November 2014
Revised October 2016
Revised October 2017
Revbised March 2020
Revised April 15, 2022
Revised April 5, 2024
Revised March 24, 2025
Revised April 10, 2026

Department of Marketing Journals	**Ranking**
Journal of Marketing	A+
Journal of Marketing Research	A+
Journal of Consumer Research	A+
Marketing Science	A+
Journal of the Academy of Marketing Science	A+
Journal of Consumer Psychology	A+
Journal of Retailing	A+
Journal of Service Research	A+
International Journal of Research in Marketing	A+
Journal of Current Issues & Research in Advertising	A
Journal of Advertising	A
Journal of Business Research	A
Research in Consumer Behavior	A
Journal of Advertising Research	A
Marketing Research	A
Journal of Macromarketing	A
Journal of Personal Selling and Sales Management	A

Marketing Letters	A
Journal of Marketing Education	A
Journal of Public Policy and Marketing	A
Journal of Product Innovation Management	A
Industrial Marketing Management	A
Service Industries Journal	A
Psychology and Marketing	A
International Marketing Review	A
European Journal of Marketing	A
Journal of Experimental Psychology	A
Marketing Health Services/JHCM	B
Journal of International Marketing	B
Journal of Business and Industrial Marketing	B
Marketing Management	B
Journal of Services Marketing	B
Journal of Marketing Management	B
Journal of Interactive Marketing/Direct Mktg	B
Journal of the Market Research Society	B
Journal of Business Ethics	B
Journal of Consumer Marketing	B
Journal of Marketing Theory and Practice	B
International Journal of Advertising	B
Journal of Global Marketing	B
Services Marketing Quarterly/JPSM	B
Journal of Consumer Policy	B
Marketing Education Review	B
Journal of Consumer Affairs	B
Journal of Business-to-Business Marketing	B
Journal of Nonprofit & Public Sector Marketing	B
Journal of Market Focused Mgmt	B
Journal of Relationship Marketing	B
Advances in Consumer Research	B
International Journal of Advertising	B
Journal of Consumer Behaviour	B
Marketing Intelligence & Planning	B
Journal of the Association for Consumer Research	B
Journal of Managerial Science	B
International Journal of Market Research	B