Marketing

T. Bettina Cornwell, Philip H. Knight Chair | Department Head
Professor of Marketing

Faculty

Ashley Angulo, assistant professor (persuasion, charitable decision-making, psychological ownership); Co-Director, Business Research Institute. BA, 2010, Chicago; PhD, 2017, California. (2019)

John Clithero, assistant professor (computational modeling, decision making, consumer neuroscience, behavioral economics). BA, 2005, Pomona College; MA, 2007, PhD, 2011, Duke. (2018)

T. Bettina Cornwell, Philip H. Knight Chair, professor (advertising, corporate sponsorship, marketing, public policy, sports marketing); Head, Department of Marketing. BA, 1981, Florida State; MBA, 1983, PhD, 1988, Texas, Austin. (2010)

Yoav Dubinsky, instructor (sports marketing, place branding, public diplomacy, sports communication, international sports, sports and society). BA, 2006, MA, 2008, Tel Aviv; MA, 2011, Peloponnese; PhD, 2015, Tennessee. (2018)

Mark Francis, senior instructor I. BSED, 1994, MA, MBA, 2009, New Brunswick. (2023)

Jessica Gamlin, assistant professor (brands, consumer behavior, goals and motivation, identity, instrumentality): Co-Director, Business Research Institute. BA, 2006, Pennsylvania; MBA, 2012, HEC Paris; PhD, 2019, Northwestern. (2019)

Joshua A. Gordon, Woodard Family Foundation Fellow, senior instructor (strategy, consensus building); Faculty Athletics Representative. BA, 1995, Massachusetts, Amherst; MA, 2005, Massachusetts, Boston; JD, 2008, Suffolk. (2013)

Conor M. Henderson, Judy and Hugh Oliphant Research Scholar, associate professor (customer loyalty, digital and sports marketing). BA, 2008, Gonzaga; MS, 2010, PhD, 2013, Washington. (2013)

Julie Irwin, professor. BA, William and Mary; MA, PhD, Colorado. (2023)

Craig Leon, Woodard Family Foundation Fellow, instructor. BS, 2007; MS, 2009, Ohio. (2015)

Nick Light, assistant professor. BA, 2008, Vermont; MA, 2010, Chicago; PhD, 2021, Colorado, Boulder. (2023)

Noelle Nelson, assistant professor (information processing, working memory, brand logos, aesthetics in marketing); Co-Director, Business Research Institute. BS, 2006, PhD, 2012, Minnesota. (2008)

Ryan Rahinel, associate professor. BComm, 2008, Ryerson; PhD, 2014, Minnesota. (2023)

Leah Schneider, senior instructor I (marketing communications). BA, 2005, Brigham Young; PhD, 2017, York. (2015)

Utsav Shenava, instructor (advertising, brand strategy, marketing strategy, digital marketing). BS, 2008, NIT Calicut; MBA, 2014, Syracuse; MS, 2016, Phd, 2019, Purdue. (2021)

Hong Yuan, professor (retailing, pricing, promotion, services marketing, sustainable and ethical consumptions behavior economics, pricing); Coordinator, Marketing PhD Program. BS, 1997, Fudan; MA, 2001, PhD, 2005, Michigan. (2013)

Jiao Zhang, Doug McKay Research Scholar, associate professor (behavior decision theory, international marketing, marketing research, principles of marketing). BS, 1997, MS, 2000, Shanghai Jiao Tong; PhD, 2006, Chicago. (2014)

Emeriti

Gerald Albaum, professor emerit. BA, 1954, MBA, 1958, Washington; PhD, 1962, Wisconsin, Madison. (1969)

Roger Best, professor emerit. BSEE, 1968, California State Polytechnic; MBA, 1972, California State, Hayward; PhD, 1975, Oregon. (1980)

David Boush, professor emerit. BA, 1975, MBA, 1977, Wisconsin; PhD, 1988 Minnesota (1987)

Michael Dore, instructor emerit. BS, 1971, MBA, 1972, Southern California. (1996)

Anne Forrestel, senior instructor emerit. BA, 1972, Williams College; MS, 1974, MBA, 1985, Michigan, Ann Arbor. (1997)

Marian Friestad, professor emerit. BA, 1981, MA, 1984, PhD, 1989, Wisconsin, Madison. (1987)

Del Hawkins, professor emerit. BBA, 1966, MBA, 1967, PhD, 1969, Texas. (1970)

Dennis Howard, professor emerit. BS, 1966, Oregon; MS, 1968, Illinois; PhD, 1974, Oregon State. (1997)

Lynn Kahle, professor emerit. BA, 1973, Concordia; MA, 1974, Pacific Lutheran; PhD, 1977, Nebraska. (1983)

Douglas Wilson, senior instructor II emerit. BS, 1978, Oregon State; MBA, 1990, Oregon. (1994)Mark Phelps, senior instructor emeritus. BS, 1972, JD, 1975, MBA, 1980, Oregon. (1979)

Peter Wright, professor emerit. BA, 1966, North Carolina State; MBA, 1968, Virginia; PhD, 1971, Pennsylvania State. (1997)

The date in parentheses at the end of each entry is the first year on the University of Oregon faculty.