Marketing

http://business.uoregon.edu/departments/marketing (http://business.uoregon.edu/departments/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, Woodard Family Foundation Fellow, associate teaching professor. 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, associate teaching professor (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, Miner Chair, 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, Judy and Hugh Oliphant Research Scholar, associate professor. Director, PhD Program; Coordinator, Marketing PhD Program; BComm, 2008, Ryerson; PhD, 2014, Minnesota. (2023)

Leah Schneider, associate teaching professor (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)

Freeman Wu, assistant professor. BSc, 2011, University of British Columbia; MS, 2014, PhD, 2018, Arizona State Univeristy. (2025)

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)

Xiajing Zhu, assistant professor. BS, 2015, MS, 2018, Jiangnan University; PhD, 2025, University of California, Irvine (2025)

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)

Mark Phelps, senior instructor emeritus. BS, 1972, JD, 1975, MBA, 1980, Oregon. (1979)

Douglas Wilson, senior instructor II emerit. BS, 1978, Oregon State; MBA, 1990, Oregon. (1994)

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.