

Marketing

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Faculty

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

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Conor M. Henderson, Judy and Hugh Oliphant Research Scholar; Associate Professor of Marketing; Academic Director, Executive MBA Program (customer loyalty, digital and sports marketing). BA, 2008, Gonzaga; MS, 2010, PhD, 2013, Washington. (2013)

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Leah Schneider, Teaching Professor of Marketing (marketing communications). BA, 2005, Brigham Young; PhD, 2017, York. (2015)

Utsav Shenava, Assistant Teaching Professor of Marketing (advertising, brand strategy, marketing strategy, digital marketing). BS, 2008, NIT Calicut; MBA, 2014, Syracuse; MS, 2016, PhD, 2019, Purdue. (2021)

Freeman Wu, Assistant Professor of Marketing. BSc, 2011, University of British Columbia; MS, 2014, PhD, 2018, Arizona State University. (2025)

Jiao Zhang, Associate Professor of Marketing (behavior decision theory, international marketing, marketing research, principles of marketing). BS, 1997, MS, 2000, Shanghai Jiao Tong; PhD, 2006, Chicago. (2014)

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Emeriti

Gerald Albaun, Professor Emeritus of Marketing. BA, 1954, MBA, 1958, Washington; PhD, 1962, Wisconsin, Madison. (1969)

Roger Best, Professor Emerit of Marketing. BSEE, 1968, California State Polytechnic; MBA, 1972, California State, Hayward; PhD, 1975, Oregon. (1980)

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Marian Friestad, Professor Emerit of Marketing. BA, 1981, MA, 1984, PhD, 1989, Wisconsin, Madison. (1987)

Del Hawkins, Emeritus Professor. BBA, 1966, MBA, 1967, PhD, 1969, Texas. (1970)

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Lynn Kahle, Professor Emerit of Marketing. BA, 1973, Concordia; MA, 1974, Pacific Lutheran; PhD, 1977, Nebraska. (1983)

Mark Phelps, Emeritus Senior Instructor of Marketing. BS, 1972, JD, 1975, MBA, 1980, Oregon. (1979)

Douglas Wilson, Emerit Teaching Professor. BS, 1978, Oregon State; MBA, 1990, Oregon. (1994)

Peter Wright, Professor Emeritus of Marketing. 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.