

Marketing

Interim Chair

Catherine A. Cole

Undergraduate major: marketing (BBA)

Undergraduate certificate: strategic sales

Graduate degree: marketing subprogram for the PhD in business administration

Faculty: <https://tippie.uiowa.edu/people/?keywords=&departments=176&category=All&cohort=538980>

Website: <https://tippie.uiowa.edu/about/marketing-department>

Programs

Undergraduate Program of Study Major

- Major in Marketing (Bachelor of Business Administration)

Certificate

- Certificate in Strategic Sales

Graduate Program of Study

- Marketing subprogram for the Doctor of Philosophy in Business Administration