

Marketing

Chair

- Dhananjay Nayakankuppam

Undergraduate major: marketing (B.B.A.)

Graduate degree: marketing subprogram for the Ph.D. in business administration

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

Website: <https://tippie.uiowa.edu/marketing>

Programs

Undergraduate Program of Study

Major

- Major in Marketing (Bachelor of Business Administration)

Graduate Program of Study

Major

- Marketing subprogram for the Doctor of Philosophy in Business Administration