

Marketing

Interim Chair

- Catherine A. Cole

Undergraduate major: marketing (BBA)

Graduate degree: marketing subprogram for the PhD in business administration

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

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

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