Marketing

Chair

Alice Wang

Director, Undergraduate Program

Rob Rouwenhorst

Directors, PhD Program

Andrea Luangrath and Chelsea Galoni (interim)

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

The study of marketing concerns itself with all activities related to the marketing and distribution of goods and services, from producers to consumers. The goal of the department is to make strong contributions to marketing practice and marketing theory with innovative teaching, cutting-edge research, and active community outreach. The marketing curriculum provides a broad foundation in marketing concepts along with opportunities to specialize in areas of vocational interests. The department utilizes multiple teaching methods, including experiential learning, research experiences, case analyses, and online and face-to-face classroom training to prepare students to solve a variety of marketing problems that arise in our increasingly complex global economy.

The Department of Marketing offers the undergraduate major in marketing with five possible concentrations, the undergraduate Certificate in Strategic Sales, and the subprogram in marketing that leads to the PhD in business administration. Additionally, the department participates in the MBA program; see Master of Business Administration Program in the catalog.

Related Certificate

Event Management

The Department of Marketing (Tippie College of Business), the departments of Communication Studies and Health, Sport, and Human Physiology, and the School of Journalism and Mass Communication (College of Liberal Arts and Sciences) collaborate to offer the undergraduate Certificate in Event Management. Students who earn the certificate will know and be able to demonstrate the basic principles of organizing a successful event. They will gain a robust understanding of the diverse field of event management and careers in the event management industry. For information about the certificate, see the Certificate in Event Management in the catalog.