DEPARTMENT OF MARKETING

R. Shannon, Chair
Grise Hall 431
(270) 745-2249

Faculty
Professor
Craig A. Martin, PhD (Business Administration, Marketing), University of Memphis, 1999

Associate Professor
Timothy G. Hawkins, PhD (Marketing), University of North Texas, 2007
Patricia R. Todd, DBA (Business Administration), Cleveland State University, 2006

NOTE: The graduate faculty mentioned above support the Master of Business Administration (MBA) (http://catalog.wku.edu/graduate/business/deansofficeprograms/business-administration-mba) program. In collaboration with faculty throughout the Gordon Ford College of Business students complete core courses in accounting, economics, finance, information systems, management, and marketing. Students also broaden and or deepen their education by taking approved electives. The faculty provide the expertise to teach graduate level courses, serve as advisors, and support students throughout their MBA program.

Marketing Courses

MKT 529 Independent Study in Marketing 1-3 Hours
Supervised independent study of a topic or problem culminating in a scholarly paper or problem solving report.
Recent Term(s) Offered: None