

DEPARTMENT OF MARKETING

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Programs

- Marketing and Sales, Certificate (1786) (<http://catalog.wku.edu/graduate/business/marketing/marketing-sales-certificate/>)

Faculty

Professor

Lukas Forbes PhD (Business Administration), University of Kentucky, 2004
Craig A. Martin PhD (Business Administration, Marketing), University of Memphis, 1999
Kathryn J. Melancon PhD (Business Administration, Marketing), University of Mississippi, 2007
Patricia R. Todd DBA (Business Administration), Cleveland State University, 2006

Assistant Professor

Kathryn A. Nicewicz Scott PhD (Business Administration), Kennesaw State University, 2022