College of Business

Faculty Matching Reception
Jonathan Arthurs
Associate Dean
College of Business
Colleen Bee

Associate Instructor
Marketing
Colleen Bee, Marketing
Colleen.bee@bus.oregonstate.edu

Courses Taught:
Marketing Research
► The research process used to make marketing decisions
► Secondary research, Qualitative and Quantitative Methods

Consumer Behavior
► How do consumers behave? Think? Feel? Make decisions? Respond to marketing efforts?
► How can marketing improve the lives of consumers?

Past Honors Thesis Topics:
► Market Analysis and Sales and Event Promotions connected to the Willamette Volleyball Classic
► International Marketing Strategies between the U.S. and China
► Process and Outcomes of the Beaver Rebrand
► Current: Sports Sponsorship Strategies

Research Interests:

- Communication, Sponsorship & Advertising
- Emotions & Decision Making
- Experiential Consumption
Bin Zhu
Associate Professor
Business Information Systems
College of Business and HC Thesis Mixer

Teaching
- Business Analytics
- Business Process Management
- Human Computer Interaction

Research
- Business Analytics, Social Media, Virtual Teams
- Human Computer Interaction, Information Visualization, Information Analysis

Bin Zhu
College of Business
bin.zhu@bus.oregonstate.edu
541-737-1803

Thesis Topic Ideas/Opportunities
- Behavior patterns in social media
- Medical Informatics
- Big data issues in various business domains
Chuck Toombs

Instructor

Strategy and Entrepreneurship
Oregon State University

The Design

- Earth’s skin is Your skin
- Leave no trace

Two Technologies
Lab created Gadusol
Lab created MAA’s

Winning Marketing Plan
First All Natural Sunscreen
In The World

One Marketing Class
BA 390
Ryann Reynolds-McIlney
Assistant Professor
Merchandising Management
Ryann Reynolds-McIlrney

Assistant Professor
Merchandising Management
ryann.r@oregonstate.edu
Austin Hall 402

Research Focus

• Consumer Behavior +
• Shopper Marketing +
• Sensory Marketing =
Impact Retail Sensory Environment on Consumer & Shopping Behaviors

Courses Taught

Principles of Marketing
Intro Merchandising Management Retail Merchandising
Kathy Mullet
Associate Professor
Apparel Design
HC Thesis Mixer

Thesis Topics Ideas

- Wearable technology to enhance sport performance
- Cultural influences on design & merchandising
  - Influence of sizing on marketing

Teaching/Research

Apparel Design

- Functional Sports Products
- Fashion Trends
- Historical influences
- Sizing and Fit
- Design Process/Thinking

Contact Information

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