

T. Bettina Cornwell

Department of Marketing at University of Oregon

Eugene, OR, US

Expert in advertising and marketing, focusing on difficult and high context communications

Description

Bettina Cornwell is an expert in advertising and marketing. Her primary research interest is in difficult and high-context communications where many things are left unsaid and meaning is derived from actors, symbols, logos and the social milieu. This is found in indirect marketing, such as sponsorships, celebrity endorsements and brand placements. It is also central in international communication and in many public policy issues, such as how one communicates with children or how one encourages environmentally friendly behavior. She is also interested in memory for these types of communications and their immediate and long-term influence on behavior.

As the Edwin E. & June Woldt Cone professor of marketing, she explores how companies can do good via engagement with causes without miscommunicating. She also examines public policy issues regarding how children are influenced by marketing offerings.

Industry Expertise

Research, Writing and Editing, Education/Learning, Market Research, Advertising/Marketing

Topics

Marketing, Advertising, Sponsorship, Consumer Behavior, Sports Marketing

Affiliations

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