

Jesse Catlin, Ph.D.

Position Department Chair and Professor

Discipline Marketing

Final Degree Ph.D., University of California, Irvine

Faculty Contact Info

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Background

Dr. Jesse Catlin is Department Chair and Professor in the Marketing and Supply Chain Management Department in the College of Business at California State University, Sacramento. He earned his Ph.D. in Management with an emphasis in Marketing from the University of California, Irvine and holds Master's and Bachelor's degrees in Economics from California State University, Sacramento. He studies consumer behavior with a focus on consumer misconceptions, regulatory issues in marketing, health decision-making, pharmaceutical marketing, and sustainable consumption. His publications include articles in the *Journal of Consumer Psychology*, *Journal of Public Policy & Marketing*, *Journal of Advertising*, *Journal of Business Research*, *Journal of the Association for Consumer Research*, and *Health Communication*, among others. His research and commentary have been featured in various media outlets including CNN, Marketplace, Men's Health, Prevention, Capital Public Radio, CBS Radio, the Sacramento Bee, Salon, Psychology Today, Huffington Post, and numerous others.

Jesse is a past recipient of the AMA-EBSCO Award for Responsible Research in Marketing and the Park Young Contributor Award from the Society for Consumer Psychology. Prior consulting engagements include serving as a consulting expert in litigation as well as market research and strategy projects for private and public organizations. Jesse has also previously served in an advisory capacity to the U.S. Food and Drug Administration (FDA) on issues related to nonprescription drugs.

Areas of Interest

Teaching Consumer behavior; marketing strategy/management; principles of marketing

Research Consumer behavior; misconceptions; health decision-making; regulatory issues in marketing; pharmaceutical marketing; sustainable consumption

Consulting Market research and strategy; expert surveys, reports, and testimony; nonprescription drug labeling; prescription to over-the-counter switch of pharmaceutical products

Faculty Scholarship

Link to Google Scholar Profile:

<https://scholar.google.com/citations?user=UgDfcj8AAAAJ&hl=en>