

BAUER
COLLEGE OF BUSINESS
UNIVERSITY of HOUSTON

LEADING THE WAY

The C. T. Bauer College of Business at the University of Houston welcomes new Assistant Dean for Graduate and Professional Programs Steve Koch.

Koch, who has served as an executive professor of marketing at Bauer since 2003, is a business professional with more than 20 years of experience in marketing, customer development and general management. Before his career in academia, he was known in industry as a highly valued marketer, serving in senior management roles with Coca-Cola, Mattel, and Sega, and most recently as Senior Vice-President/General Manager for a division of Pennzoil-Quaker State.

As the head of Bauer's Graduate and Professional Programs, Koch will lead decision making for MBA and master's programs.

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C. T. Bauer College of Business is an AACSB accredited business school.

The University of Houston is an EEO/AA institution.