

Andrew Rohm, Ph.D.

Professor of Marketing, College of Business Administration at Loyola Marymount University
Los Angeles, CA, US

Co-Director of the M-School

Biography

You can contact Andrew Rohm at Andrew.Rohm@lmu.edu. Andrew Rohm is a professor of marketing within the College of Business Administration at Loyola Marymount University and co-director of the M-School. Rohm earned his B.S. in aerospace engineering from the University of Michigan and his Ph.D. in marketing from the University of Massachusetts Amherst. Rohm spent the 2007-2008 academic year as a visiting professor at Maastricht University in the Netherlands. Rohm's teaching involves courses in adaptive media and analytics and cross-platform content creation and his research examines consumer usage and acceptance of new media such as mobile marketing and social media as well as firms' development of social media marketing strategies. He has published in scholarly and managerial publications such as the Journal of Marketing, Journal of Interactive Marketing, Journal of Advertising, Journal of Consumer Behavior, Journal of Business Research, and Sloan Management Review (among many others). After living in the greater-Boston area for 15+ years, Rohm joined the LMU faculty in 2011, where he continues to work on his surfing skills. He lives in Manhattan Beach with his wife, Kim, their three children, their black lab named Pretty Boy Floyd and a Chihuahua-Lab mix named Annabelle.

Industry Expertise

Research, Training and Development, Education/Learning

Areas of Expertise

New Media, Consumer Acceptance of Mobile Marketing , Social Media Marketing

Education

University of Massachusetts Amherst
Ph.D. Marketing

University of Michigan
B.S. Aerospace Engineering

Accomplishments

Mentorship

An Argonaut article featured six M-School graduates for creating their own marketing agency called NinetyEight. Bryant Lin, Celine Chai, Eduardo Rafael Pablin, Fran Magsalin, Gia Lee and Sammy Lent were encouraged to start their marketing agency by professors Andy Rohm, Eric Johnson and Matt Stefl. NinetyEight is a media agency created by Generation Z run by Generation Z

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