

## **Frederick W. Langrehr**

**Paul H. Brandt Professor of Business Administration**

### **Biography**

Dr. Langrehr's teaching areas are retail, marketing, and sales management. He has taught at Valparaiso University for over a decade. During that period he also taught MBA courses at the University of Otago in New Zealand and at Iowa State University. He also spent a year at the University of Florida. Prior to coming to VU he taught at a number of universities including Brigham Young University and Marquette University.

He has over three dozen refereed journal publications. Many of these articles are on retail and service management topics.

### **Education**

Ph.D. - University of Alabama M.B.A. - Northern Illinois University B.A. - Valparaiso University