# Full Proposal

**Program Type (select "program")**  
- Program  
- Shared Core

**Type of Request**  
- New degree designation (M.S., M.Ed., M.B.A., Ph.D., etc.)  
- New degree program within an existing degree (new Ph.D. program, etc.)  
- New licensure program or endorsement

**If an endorsement, list related degree**

**Department or Program (for approval process)**  
- Marketing

**Curriculum Committee Approval**  
- Graduate Curriculum Committee A (COSM, CECS, CONH, BSOM)  
- Graduate Curriculum Committee B (RSCOB, CEHS, COLA, SOPP)

**Title**  
- Marketing Analytics and Insights, MS

**College**  
- Business, Raj Soin College of

**College or Department (for catalog display)**  
- Marketing

**Published Program Length (in Years)**  
- 1

**Requested Effective Term**  
- Fall  
- Spring  
- Summer

**Year**  
- 2018

**Where Offered? (check all that apply)**  
- Dayton Campus  
- Lake Campus  
- Off-Campus in Ohio  
- Off-Campus outside Ohio  
- Off-Campus outside U.S.  
- Fully Online  
- Mostly Online (50% or more of the required courses may be taken as distance-delivered courses)

**Please list each off-campus location courses in this program may be offered**  
- N/A
Program Description:

The MS in Marketing Analytics and Insights (MS MAI) program is designed to provide graduate students with a strong base in marketing strategy, consumer behavior, and especially marketing analysis and insights. The program will provide students with the fundamental skills and tools to extract and analyze marketing data, and the opportunity to generate real-world interpretation, insights, and recommendations.

Admission Requirements:

Applicants for the program must possess a bachelor’s degree and should have at least 2 years of work experience in Marketing, Analytics, or related business areas.

As with RSCOB’s MBA program, no GMAT or GRE is required so long as the candidate’s cumulative undergraduate GPA is at least 2.7 out of 4.0. Applicants with a 3.0 or higher GPA will be admitted fully to the program. Applicants with a 2.70-2.99 GPA will be admitted conditionally to the program. Applicants with a GPA of 2.50 to 2.69 may petition for admission so long as that application is accompanied with a GMAT score of at least 400. All students admitted by petition will be conditional. If accepted for conditional admission, that student must maintain a GPA of at least 3.0 out of 4.0 for the first 9 hours of course work.

International students must meet the language requirements set forth by the Wright State graduate school on its website: [https://policy.wright.edu/policy/5070-international-students](https://policy.wright.edu/policy/5070-international-students)

All admitted students must satisfactorily complete MBA 7600 (Marketing Strategy) prior to taking any of the other courses of the MS MAI program.

Students are expected to have completed, at either the undergraduate or graduate level, six credit hours in statistics within five years prior to admission. Students without this requisite statistics experience must pass an opt-out test or complete the MBA Quantitative Business Analysis course (MBA 5800). The statistics requirement must be met before a student begins the program.
Program Learning Outcomes:

Knowledge of the strategic role of marketing in organizations, including the key role of a marketing plan;
Understanding of influences on consumer attitudes, beliefs, and, most importantly, their actions and decision processes;
Ability to analyze marketing and financial data, formulate strategies and implement decisions;
Ability to design a research study, collect data, and analyze data by using focus groups, primary data, secondary data and web data;
Awareness of online marketing methods and how to use hands-on tools to increase meaningful web traffic;
Hands-on, computer-based experience with marketing analytical tools to generate insights and marketing decisions that create value and build competitive advantage;
Ability to apply “big data” analytic methodologies such as predictive analytics, data mining, text and other big data related technologies;
Experience working with a real dataset to conduct a thorough data analysis, yielding insightful interpretations and proposed recommendations suitable for a business.

For more information visit:

business.wright.edu/marketing

**Required Courses: 24 hours**

- MBA 7600 Marketing Strategy
- MKT 7050 Consumer Behavior
- MKT 7100 Digital Marketing
- MKT 7500 Marketing Research & Analysis
- MKT 7800 Marketing Analytics
- MKT 7820 Marketing Analytics: Tools and Insights
- MKT 7950 Marketing Analytics: Big Data and Predictions
- MKT 7970 Capstone Project

**Elective Courses: 6 hours**

Choose 2 courses from the following list:

- EC 7090 Econometrics and its Applications
- MIS 7100 Data-Driven Businesses and Organizations
- MIS 7600 Customer Relationship Mgt. and Business
- MKT 7150 Viral Marketing and Social Media
- MKT 7300 Entrepreneurship
- MKT 7700 International Marketing
Total Credit Hours* 30

**Credentialing requirements**

- Possesses a graduate or terminal degree in the appropriate field, subfield, or closely related field to topics to be taught.
- Has current (within the past 5 years) and relevant record of academic scholarship or creative endeavors in the business world, including professional experience in the field/subfield.
- Has demonstrated involvement in graduate instruction through teaching and, where applicable, graduate student supervision.

**Program Assessment**

The curriculum and experiences for the MS MAI program will support outcomes consistent with the mission and objectives of accreditation bodies such as AACSB. The program will leverage RSCOB’s processes to foster continuous improvement through ongoing quality assessment.

The MS MAI curriculum covers the essential areas outlined by AACSB, especially in the earlier courses of the program. The general skill areas outlined by AACSB and applicable courses are listed below:

- Written and oral communication (all courses, for assignments and course projects)
- Ethical understanding and reasoning (all courses, especially MBA 7600, MKT 7050, MKT 7100, and MKT 7500)
- Analytical thinking (all courses)
- Information technology (all research and analytics courses)
- Interpersonal relations and teamwork (all courses, for team projects)
- Diverse and multicultural work environments (all courses, especially MBA 7600, MKT 7050, MKT 7100, and MKT 7500)
- Reflective thinking (all courses, especially MBA 7600, MKT 7050, MKT 7100, and MKT 7500)
- Application of knowledge (all courses)
- General business knowledge (all courses, especially MBA 7600, MKT 7050, MKT 7100, MKT 7500, and MKT 7800)

RSCOB’s total learning environment has always been a process of continuous quality improvement. Improvements result from department faculty modifying degree majors, individual faculty modifying their respective courses, etc. Input for these changes come from numerous sources including individual faculty research, attendance at professional meetings, discussions and meetings with members of the corporate community, and assessments of student learning.

The Assurance of Learning (AOL) process at RSCOB is fairly mature (over 10 years), developed by the college (Dean, Assistant Deans and Department Chairs) in consultation with faculty. The process is based on the following goals and objectives:
The primary objective of this process is to assure continuous improvement of student learning. The process is mission driven. Learning goals and objectives flow from the college mission and key college operating values. The process involves faculty. Faculty develop the goals, objectives, measurement criteria, and rubrics, and map learning objectives to respective courses. The analysis, recommendation for change based on the analysis, and implementation of changes are done by faculty, various college and department curriculum committees and department chairs. The process focuses on college degree programs. The process will never be used to evaluate individual teaching, nor will it be used as part of the annual faculty evaluation process or the promotion and tenure process. The process requires the participation of most faculty in the College to be effective. Whenever possible, direct measures will be used with lesser emphasis placed on indirect measures. The process is never complete. Improvement of the student learning process is ongoing.

A cycle (loop) of AoL is defined as the period of time to complete a full set of assessment activities, including assessing measures such as embedded questions (or rubrics) in various courses mapped to respective learning objectives; evaluating student performance using the measures; and recommending changes. A next cycle of AoL starts when recommended changes from the previous cycle are included in respective course syllabi, courses or the curriculum. Faculty modification of objectives, rubrics or embedded questions may occur at the beginning of this new cycle. The faculty considers this part of continuous improvement for the assessment process. As a standard process, once the results are documented, the College curriculum committee discuss results and task appropriate departmental representatives to bring feedback back to departmental curriculum committees for further action. Departmental curriculum committees then study the feedback and propose changes to individual courses to college curriculum committee. Finally, the College curriculum committee approves the changes for implementation in the next cycle.

All semester-based programs used calendar/fiscal year cycles.

We expect the first few cycles of AoL after a major curriculum modification to be difficult, but because of the maturity of the process, the measures show very interesting information that faculty can certainly use to improve the AoL process for the future cycles.

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<td>Approved Effective Term</td>
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<td>-------------------------</td>
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<table>
<thead>
<tr>
<th>Program Type</th>
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</table>
Master of Science in Marketing Analytics & Insights

Full Proposal

Department of Marketing

Raj Soin College of Business

Wright State University

November 2017

i. Introduction

1. Academic Quality

2. Need

3. Access and Retention of Underrepresented Groups

4. Statewide Alternatives

5. External Support

Appendix A: CVs of Program Faculty
Appendix B: Proposed Four-year Budget
Appendix C: Comments on PDP from CCGS and OPU Reviewers and WSU Response
i. Introduction

Enclosed is the Full Proposal for the Wright State Master of Science in Marketing Analytics & Insight (MS MAI) degree. Wright State thanks reviewers from Ohio Public Universities for their helpful comments on the earlier Program Development Plan (PDP) for the Master of Science in Marketing degree (now called MS MAI to more clearly convey program essence). We greatly appreciate the valuable feedback, which has refined our thinking and allowed us to make important improvements on this full proposal. Specific reviewer comments to the PDP and Wright State responses are shown in Appendix C.

We look forward to delivering an extremely valuable program for our region.

Thank you for your time and consideration.
1. **Academic Quality**

   **Competency, experience and number of faculty, and adequacy of students, curriculum, computational resources, library, laboratories, equipment, and other physical facilities, needed to mount the program.**

**Program Faculty**

We have strategically planned the introduction of the MS MAI program to meet demands of new students at the Raj Soin College of Business (RSCOB) without requiring any new faculty resources or facilities. All of our Marketing faculty will be participating in the program and each has particular strengths which are highlighted in the faculty summary below (see Appendix for CVs of each faculty member). We hired a new tenure-track Ph.D in marketing analytics in 2016, who will be teaching the higher-level marketing analytics courses in the program. We also have other experienced faculty and adjuncts ready to teach in case of unexpectedly high demand. All nine faculty listed (7 full-time faculty, 1 adjunct and 1 chair) have Ph.Ds in marketing except Bert Kollaard, an adjunct with an MBA and extensive industry experience. Full CVs of each instructor are provided in Appendix A.

**Faculty Experience/Expertise**

<table>
<thead>
<tr>
<th>Faculty Name</th>
<th>Competency/Courses Taught</th>
<th>Experience/Expertise</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kendall Goodrich, PhD (Chair)</td>
<td>Marketing Analytics, Digital Marketing</td>
<td>VP Marketing with multiple eCommerce firms. Citrix IPO. Corporate and academic marketing analytics experience.</td>
</tr>
<tr>
<td>Bin Li, PhD</td>
<td>Marketing Analytics</td>
<td>10 years as IT executive/founder, Published in <em>MIS Quarterly</em>.</td>
</tr>
<tr>
<td>Egbert Kollaard (Adjunct)</td>
<td>Marketing Analytics</td>
<td>Owner/CMO of marketing analytics firms, VP Marketing of NCR, venture startup experience.</td>
</tr>
<tr>
<td>Kunal Swani, PhD</td>
<td>Marketing Research, Analytics, Viral Marketing and Social Media, Entrepreneurship</td>
<td>Editorial Board of <em>Journal of Marketing Analytics</em>. Outstanding RSCOB faculty research award.</td>
</tr>
<tr>
<td>John Dinsmore, PhD</td>
<td>Digital Marketing, Marketing Strategy, Web Analytics</td>
<td>Web Analytics/Mobile marketing. Interviewed as expert by <em>CIO</em> and <em>Forbes</em>.</td>
</tr>
</tbody>
</table>
James Munch, PhD  
**Consumer Behavior, Marketing Strategy**  
Published Ivey case on mobile marketing.  
Published in *Journal of Consumer Research*.  
Carnation/Nestle sales & marketing experience.  
Consulted w/Marathon Oil, Bank of America.

Wakiuru Wamwara, PhD  
**International Marketing, Marketing Strategy**  
Awarded Carnegie African Diaspora Fellowship to mentor grad students.

Pola Gupta, PhD  
**Marketing Research, International Marketing**  
Won Wright State’s Kegerreis Distinguished Professor of Teaching Award.  
Named one of top 20 advertising scholars by *Journal of Advertising*.

Charles Gulas, PhD  
**Marketing Strategy**  

Thus, multiple professors in the Marketing department are qualified to teach courses in the MS MAI Curriculum. Most of the faculty also have extensive industry experience, providing expertise in both theory and applied practice.

Program Facilities: Additional Needs for Faculty and Facilities

There are no projected needs for additional faculty or facilities for this program during the first four years.

Students

Applicants for the program must possess a bachelor’s degree and should have at least 2 years of work experience in Marketing, Analytics, or related business areas.

As with RSCOB’s MBA program, no GMAT or GRE is required so long as the candidate’s cumulative undergraduate GPA is at least 2.7 out of 4.0. Applicants with a 3.0 or higher GPA will be admitted fully to the program. Applicants with a 2.70-2.99 GPA will be admitted conditionally to the program. Applicants with a GPA of 2.50 to 2.69 may petition for admission so long as that application is accompanied with a GMAT score of at least 400. All students admitted by petition will be conditional. If accepted for conditional admission, that student must maintain a GPA of at least 3.0 out of 4.0 for the first 12 hours of course work the complete or they will be dismissed from the program.
International students must meet the language requirements set forth by the Wright State graduate school on its website: https://policy.wright.edu/policy/5070-international-students

All admitted students must satisfactorily complete MBA 7600 (Marketing Strategy) prior to taking any of the other courses of the MS MAI program. Students are expected to have completed, at either the undergraduate or graduate level, six credit hours in statistics within five years prior to admission. Students without this requisite statistics experience must pass an opt-out test or complete the MBA Quantitative Business Analysis course (MBA 5800). The statistics requirement must be met before a student begins the program. Students must satisfy all performance requirements of the School of Graduate Studies at Wright State University.

Proposed Curriculum

The goal of our new MS MAI program is to provide a high-value degree to our students that addresses today’s needs for marketing insights. Students will gain advanced foundational knowledge in marketing strategy, marketing research, and consumer behavior, as well as cutting-edge knowledge of marketing analytics and digital marketing. The emphasis is on working with real data and problems from real business environments.

The program description to appear in the university catalog is as follows:

“The MS in Marketing Analytics and Insights program is designed to provide graduate students with a strong base in marketing strategy, consumer behavior, and especially marketing analysis and insights. The program will provide students with the fundamental skills and tools to extract and analyze marketing data, and the opportunity to generate real-world interpretation, insights, and recommendations.”

This program description is informed by specific learning goals, including:

- Knowledge of the strategic role of marketing in organizations, including the key role of a marketing plan;
- Understanding of influences on consumer attitudes, beliefs, and, most importantly, their actions and decision processes;
- Ability to analyze marketing and relevant non-marketing data, formulate strategies and implement decisions;
- Ability to design a research study, collect data, and analyze data by using focus groups, primary data, secondary data and web data;
- Awareness of online marketing methods and how to use hands-on tools to increase meaningful web traffic;
- Hands-on, computer-based experience with marketing analytical tools to generate insights and marketing decisions that create value and build competitive advantage;
• Ability to apply “big data” analytic methodologies such as predictive analytics, data mining, text and other big data related technologies;

• Experience working with a real dataset to conduct a thorough data analysis, yielding insightful interpretations and proposed recommendations suitable for a business.

A summary of the program curriculum with individual courses and recommended course sequence by semester is found below.

**MS MAI (30 credit hours) – Required & Elective Courses**

<table>
<thead>
<tr>
<th>Course</th>
<th>Number</th>
<th>Status</th>
<th>Req./Elective</th>
<th>Credit Hrs.</th>
<th>Pre Reqs.</th>
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<tr>
<td><strong>Required Courses (8 courses, 24 credit hours)</strong></td>
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<tr>
<td>Marketing Strategy</td>
<td>MBA 7600</td>
<td>existing</td>
<td>Req.</td>
<td>3</td>
<td>MBA 7600</td>
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<tr>
<td>Marketing Research and Analysis</td>
<td>MKT 7500</td>
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<td>MBA 7600</td>
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<td>Marketing Analytics</td>
<td>MKT 7800</td>
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<td>Req.</td>
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<td>MBA 7600</td>
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<tr>
<td>Consumer Behavior</td>
<td>MKT 7050</td>
<td>existing</td>
<td>Req.</td>
<td>3</td>
<td>MBA 7600</td>
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<tr>
<td>Digital Marketing</td>
<td>MKT 7100</td>
<td>existing</td>
<td>Req.</td>
<td>3</td>
<td>MBA 7600</td>
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<tr>
<td>Marketing Analytics: Tools and Insights</td>
<td>MKT 7820</td>
<td>existing – taught as Special Topics course Fall 2016 and Spring 2018</td>
<td>Req.</td>
<td>3</td>
<td>MBA 7600, MKT 7050, MKT 7500, MKT 7800</td>
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<tr>
<td>Marketing Analytics: Big Data and Predictions</td>
<td>MKT 7950</td>
<td>proposed – taught as Special Topics course Spring 2017</td>
<td>Req.</td>
<td>3</td>
<td>MBA 7600, MKT 7050, MKT 7500, MKT 7800</td>
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<tr>
<td>Capstone Project</td>
<td>MKT 7970</td>
<td>proposed</td>
<td>Req.</td>
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<td>MBA 7600, MKT 7050, MKT 7500, MKT 7800, MKT 7820, MKT 7950</td>
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<td><strong>Elective Courses (choose 2 courses, 6 credit hours)</strong></td>
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<td>Social Media &amp; Viral Marketing</td>
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<td>Elective</td>
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<td>Entrepreneurship</td>
<td>MKT 7300</td>
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<td>3</td>
<td>MBA 7600</td>
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<tr>
<td>International Marketing</td>
<td>MKT 7700</td>
<td>existing</td>
<td>Elective</td>
<td>3</td>
<td>MBA 7600</td>
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<tr>
<td>CRM and Business Intelligence</td>
<td>MIS 7600</td>
<td>existing</td>
<td>Elective</td>
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<tr>
<td>Data Driven Businesses and Organizations</td>
<td>MIS 7100</td>
<td>existing</td>
<td>Elective</td>
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<td>Econometrics and Its Applications</td>
<td>EC 7090</td>
<td>existing</td>
<td>Elective</td>
<td>3</td>
<td>MBA 5200 or equivalent</td>
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<td><strong>Total</strong></td>
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MS MAI (30 credit hours) – Suggested Program Sequence for Full-Time Students

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<th>Foundational</th>
<th>Courses/Activities</th>
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<td>2 years</td>
<td>Prior marketing and/or analytics work experience</td>
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<td>3 hrs. (if necessary)</td>
<td>Quant Bus. Anal. (MBA 5800)</td>
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<tr>
<td>3 hrs.</td>
<td>MKT Strategy (MBA 7600) (credits apply toward degree)</td>
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<th>Semester 1</th>
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<tr>
<td>3 hrs.</td>
<td>MKT Analytics (MKT 7800)</td>
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<td>3 hrs.</td>
<td>MKT Research (MKT 7500)</td>
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<td>3 hrs.</td>
<td>Consumer Behavior (MKT 7050)</td>
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<td>3 hrs.</td>
<td>Digital Marketing (MKT 7100)</td>
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<tr>
<td>3 hrs.</td>
<td>Marketing Analytics – Tools and Insights (MKT 7820)</td>
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<tr>
<td>3 hrs.</td>
<td>Marketing Analytics – Big Data and Predictions (MKT 7950)</td>
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<th>Semester 3</th>
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<td>3 hrs.</td>
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<tr>
<td>3 hrs.</td>
<td>MKT Capstone (MKT 7970) – analysis/presentations</td>
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Course Descriptions

Descriptions of individual courses within the MS MAI program are provided below:

MBA 7600 – Marketing Strategy

This course emphasizes key elements of marketing and their importance to organizations, including both processes and outcomes. Students will demonstrate an understanding of: the strategic role of marketing in organizations, the importance of a marketing plan, strategic applications of marketing principles such as segmentation, product development, brand equity, pricing, service satisfaction, and a customer-centric focus.

MKT 7800 – Marketing Analytics

This course provides an environment for students to learn the tools for analyzing data critical to marketing decisions. Included will be analysis of both online and internal company data, with an emphasis on application and recommendations.

MKT 7500 – Marketing Research

This course is aimed at the manager who is the ultimate user of research and who is responsible for determining the scope and direction of research activities. The course will focus on both qualitative and quantitative aspects of marketing research and how managers use the results to address marketing problems.

MKT 7050 – Consumer Behavior
The fundamental goal of this course is to help students develop a strategic perspective for understanding and applying the psychological and sociological aspects of both industrial and consumer buyer behavior. Psychological, societal, and cultural influences on consumer decisions will be examined. Marketing strategy implications of conceptual constructs will be discussed.

MKT 7100 – Digital Marketing

This course highlights key fundamentals of successful integrated online/offline marketing with an emphasis on using the internet and other marketing tools and technologies. Objectives are to understand basic principles of marketing; how to design an e-commerce web site using Internet marketing principles and various Internet Business Models; the legal, social and ethical issues faced by Internet marketers; global implications and how to use technologies in marketing.

MKT 7820 – Marketing Analytics – Tools and Insights

This course explains the benefits of an analytical approach to marketing decision-making, and builds skills and knowledge underlying such an approach. Students will gain hands-on, computer-based experience with basic and advanced analytical tools for making marketing decisions that create value and build competitive advantage. Topics include demand estimation, segmentation, forecasting sales, and web/social media analytics.

MKT 7950 – Marketing Analytics – Big Data and Predictions

In this course, students conduct practical applications of technologies, from prediction to marketing intelligence to marketing analytics. Specific data analytic methodologies covered include predictive analytics, data mining, text mining, and Big-Data-related technologies.

MKT 7970 – MS MAI Capstone

This is the capstone course for the MS MAI degree. The course gives students experience working with a real dataset to complete thorough data analysis, interpretation, and data-driven recommendations suitable for a business. Typically, the data involves a real business situation or challenge.
Integrated Learning Experience

Students start evaluating and working on selected data sets immediately in their first semester, and continue to learn and apply their knowledge up through their capstone project.

The structure of the MS MAI program provides students with an integrated learning experience as specified by the State of Ohio, and includes:

• Preparation of professional-grade reports on the collection and analysis of marketing data, as well as implementation of marketing strategy and tactics based on that analysis.

• Use of authentic marketing data from area companies to make real-world decisions

• Completion of a capstone project

The MS MAI program gives students hands-on experience with real marketing data, executives, and decisions. The marketing department has already secured data and project commitments from area companies to ensure that our students’ experiences mirror those of marketing analytics professionals.

In their first semester, students begin to consider potential data sets and analytic tools. In their second semester in the “Tools and Insights” (MKT 7820) and “Big Data and Predictions” courses (MKT 7950), students learn multiple tools for applied data analysis and select a data set, perform introductory data analysis, and develop a data analysis proposal.

The culmination of the integrated learning experience for the MS MAI program is the required capstone project (MKT 7970, 3 credit hours) in the final semester. This project gives students experience working with a real dataset by completing a thorough data analysis, interpretation, and data-driven recommendations suitable for a business. Typically, the data involves a real business situation or challenge. The deliverable of the project will be a comprehensive presentation and report that includes analysis, insights, and recommendations.

Academic Quality Assessment (see Part A., Section II, B-1a)

The MS MAI program differs distinctly from undergraduate degree programs at Wright State and in RSCOB. Although an undergraduate concentration in Business Analytics was recently approved by Wright State for RSCOB, this program is “housed” in the MIS (ISSCM) department of RSCOB and includes multiple required MIS courses. If an undergraduate marketing major chooses to pursue a marketing analytics concentration, the student can enroll in a select number of marketing-analytics-related courses. However, the graduate courses include cases, assignments and/or projects that differ from course content at the undergraduate level. Students in the graduate courses are expected to show a higher level of integration, problem solving, and critical thinking than students in the undergraduate courses.
The MS MAI program emphasizes the theoretical basis of the discipline by ensuring foundational knowledge for each student, with courses in marketing strategy, consumer behavior, marketing research, and marketing analytics. This ensures that students are educated broadly enough so that they understand the major concepts of the discipline. Students then move on to courses which require more specific skills in gathering information, generating consumer insights, and recommending courses of action, typically with real company data. This allows students to master both the theory and application of the discipline. Thus, the program arms students with valuable marketing theory and skills, while emphasizing business analysis, problem-solving and decision-making.

As mentioned in “Integrated Learning Experience” above, students are required to complete a culminating experience in the form of a capstone course (MKT 7970). In this course, students work with a real dataset (often identified as early as their first semester) from analysis to recommendations to a comprehensive presentation. Thus, the curriculum provides students with the knowledge and skills needed for generating marketing insights, backed by faculty experienced in both practical business operations and marketing theory (see “Program Faculty” above).

Academic Quality Assessment (see Part A., Section II, B-1b)

As mentioned in the “Students” section above, the admissions criteria relevant to assess the potential academic and professional success of students include their prior academic record as well as demonstrated skills and experience.

Applicants for the program must possess a bachelor’s degree and should have two years of business experience (or comparable experience) in Marketing, Analytics, or related business areas.

As with RSCOB’s MBA program, no GMAT or GRE is required so long as the candidate’s cumulative undergraduate GPA is at least 2.7 out of 4.0. Applicants with a 3.0 or higher GPA will be admitted fully to the program. Applicants with a 2.70-2.99 GPA will be admitted conditionally to the program. Applicants with a GPA of 2.50 to 2.69 may petition for admission so long as that application is accompanied with a GMAT score of at least 400. All admitted students must maintain a GPA of at least 3.0 out of 4.0 for the first 9 hours of course work.

Academic qualifications include an undergraduate GPA of at least 2.7 out of 4.0, or a GPA of at least 2.5 with a GMAT score of at least 400. Applicants with a 3.0 or higher GPA will be admitted fully to the program. Students must maintain at least a 3.0 GPA for the first 9 hours of course work. All admitted students must satisfactorily complete MBA 7600 (Marketing Strategy) prior to taking any other courses in the MS MAI program, as well as either a) having completed six credit hours in statistics within the five years before admission, b) passing an opt-out test for the stat requirement, or c) completing the MBA Quantitative Business Analysis course (MBA 5800).
International students must meet the language requirements set forth by the Wright State graduate school on its website: https://policy.wright.edu/policy/5070-international-students

Students gain applied experience throughout the program with courses using company data and cases. The culmination of the student experience is the capstone course (MKT 7970), in which students intensively analyze a real data set and generate marketing insights and practical recommendations (see Integrated Learning Experience above for more information). The goal of this academic experience is to prepare students with the theory, knowledge, and practical problem-solving skills to produce valuable marketing insights for business.

All of our marketing faculty are heavily involved in building students’ knowledge and providing practical experience through hands-on projects and assignments in the MS MAI courses. The faculty provide individual and group student consultation, transfer valuable knowledge, and instill a problem-solving mentality backed up by academic and business expertise. All faculty are appropriately qualified for this professional graduate degree program. Specific qualifications are summarized in the Program Faculty section above and are also detailed in the CVs provided for each faculty member in Appendix A.

For the intensive capstone project, our primary faculty member will be our Ph.D. in marketing analytics, Bin Li, who has over 10 years of IT and marketing executive experience. Dr. Li is proficient with multiple data analytic tools and has successfully used these tools in both business and academia (e.g., as lead author of a paper recently accepted by MIS Quarterly). He has the practical and academic skills to help guide students through a successful capstone experience and optimize their growth toward a superior completed project. Anticipated student activities and requirements for each course include cases, assignments and projects using real business problems.

The MS MAI program emphasizes marketing theory by requiring courses such as marketing strategy, consumer behavior, marketing research, and marketing analytics, so that students have broad enough knowledge to understand major issues in the discipline. Later courses require the application of more advanced analytical skills and data-driven recommendations. This allows students to master both theory and application, preparing them to make a valuable contribution to the business field.

The MS MAI program’s 30 total credit hours are consistent with credit hour norms for this type of specialized master’s degree program and adhere to established minimum credit hours for master’s degrees. RSCOB’s Master’s in Economics is comprised of 30 total hours and 24 required hours. RSCOB’s Master’s in Information Systems (33 hours), and Supply Chain Management (33 hours) are comparable. UC’s MS MAI program totals 32 hours with 16 hours each for required and elective courses (vs. 6 hours of electives for Wright State’s proposed MS MAI program). UC’s and Kent
State’s MS in Business Analytics programs total 33 hours (25 required) and 30 hours (24 required) respectively. The national norm for specialized master’s programs like an MS MAI appears to be one year of study (EAB 2015, Bloomberg 2012, Forbes 2012).

Inspection of top universities with master’s in marketing programs from a college research website (CollegeChoice, 2017) indicates a norm of 30-36 credit hours (e.g., 30 hours for Columbia, University of Maryland, and Temple; 36 hours for Texas A&M). Inspection of several other individual university websites from this list was consistent with the 30-36 credit hour range. Professional and academic experiences can influence potential credit for required foundational courses needed prior to the program.

The curriculum and experiences for the MS MAI program will support outcomes consistent with the mission and objectives of accreditation bodies such as AACSB. The program will leverage RSCOB’s processes to foster continuous improvement through ongoing quality assessment.

The MS MAI curriculum covers the essential areas outlined by AACSB, especially in the earlier courses of the program. The general skill areas outlined by AACSB and applicable courses are listed below:

- Written and oral communication (all courses, for assignments and course projects)
- Ethical understanding and reasoning (all courses, especially MBA 7600, MKT 7050, MKT 7100, and MKT 7500)
- Analytical thinking (all courses)
- Information technology (all research and analytics courses)
- Interpersonal relations and teamwork (all courses, for team projects)
- Diverse and multicultural work environments (all courses, especially MBA 7600, MKT 7050, MKT 7100, and MKT 7500)
- Reflective thinking (all courses, especially MBA 7600, MKT 7050, MKT 7100, and MKT 7500)
- Application of knowledge (all courses)
- General business knowledge (all courses, especially MBA 7600, MKT 7050, MKT 7100, MKT 7500, and MKT 7800)

Completion of the degree program is not required for professional accreditation in the field. However, we will also continue to monitor certification bodies in the customer insight/marketing analytics field. If a particular type of certification (e.g., Certified Analytics Professional) becomes accepted as an industry standard, this will potentially be incorporated into the program.
2. Need

Program Rationale and Market Need

Master’s degrees are projected to grow faster than any other degree level over the next decade, with new growth coming primarily from specialized master’s programs (e.g., in marketing, laws, finance, etc.), which have already nearly doubled in enrollment the past 10 years (EAB, 2015).

One specialized master’s degree showing such promise is the Master’s in Marketing (EAB, 2015). Demand for marketing professionals is growing. Employment of market research analysts and marketing managers is forecasted to grow by 19% and 9%, respectively from 2014 to 2024 according to the Bureau of Labor Statistics (2015). Spending on marketing analytics—quantitative data about customer behavior and marketplace activities—is expected to leap from 4.6% to almost 22% of marketing budgets in the next three years, representing a 376% increase (Forbes, 2017). In addition, sales representatives who can sell big data solutions have been in increased demand (Forbes, 2016). Thus, there are multiple promising employment tracks for the marketing talent coming out of a well-positioned MS MAI program.

In particular, the demand for data-literate marketers is growing. McKinsey & Company (Ad Age, 2015) estimated a shortfall of 1.5 million data-literate marketers in the United States. The trend toward democratization of data means that individuals will be able to collect data more easily and apply user-friendly tools to secure meaningful value (CIO, 2016). As a result, analytics and data science roles are blurring and will become one and the same (Hale, 2016), contributing to a boom in the need for analytics expertise and consequent demand for advanced degree programs that include a data analytics component. In a report by Deloitte, fully 96% of CEO respondents feel that analytics will become more important to their organizations over the next three years. Although talent within organizations is lacking and job opportunities are emerging to meet the skills gap, universities aren’t keeping up with business demands (Deloitte, 2016).

Not surprisingly, the increased demand for professionals holding master’s degrees in marketing has driven increases in applications for such programs. Application volume for Master’s in Marketing programs is growing for 75% of programs (Graduate Management Admission Council (GMAC), 2015), pointing to healthy demand for such degrees.

Our marketing advisory board of regional marketing executives has reviewed the parameters of the MS MAI Program and the majority have specific plans to hire graduates of the program.

Besides the potential student/institutional/societal needs specified in this section, which includes relevant findings from consultants such as McKinsey and Deloitte, a survey was conducted among our marketing advisory board (local marketing executives with major companies). The survey results indicated that 70% of these companies would want to
1) annually enroll employees into the program and 2) hire students coming out of the program.

Thus, we expect there to be strong local and regional need for the program, mirroring the tremendous growth mentioned earlier nationally and internationally.

Fulfilling the Market Need in a Financially Sustainable Manner

The goal of our MS MAI program is to provide a new, forward-looking degree for our students that addresses the business need for professionals with applied marketing insight. Students will gain advanced foundational marketing knowledge in marketing strategy, marketing research, and consumer behavior, as well as contemporary practical knowledge of marketing analytics and digital marketing. We will work with the latest tools and with real data from real business environments, to produce versatile, highly qualified graduates.

We have carefully planned the introduction of the MS MAI program to meet needs of our new graduate students and the demands of employers. The program takes advantage of existing capacity, so it requires few new classes (just the capstone and MKT 7950), no new faculty resources, and no new facilities. Additionally, all courses except the capstone will supplement current MBA Marketing concentration offerings. The MS MAI program will therefore draw on existing resources in a cost-effective manner.

Enrollment is expected to start at 15 in year 1, ramping up to 18 in year 2, 20 in year 3 and 22 in year 4. This is a conservative estimate, given:

- Comparable enrollment in other specialized master’s programs at RSCOB,
- Market demand for the skills taught in the program, and
- Current, robust growth in popularity of marketing analytics classes at RSCOB. Enrollment in marketing analytics courses in RSCOB has increased from 25 students (12 undergrad, 13 grad) in the 2015-2016 academic year to 93 (53 undergrad, 40 grad) in the 2016-2017 year.

The budget and assumptions for the MS MAI program are attached in Appendix B. Under the aforementioned forecasts, the program is expected to be financially sustainable and increasingly profitable over time.

Wright State University’s Graduate School encompasses nearly 80 master’s programs that embody Wright State’s spirit of innovation through cutting-edge projects, outstanding faculty and educational opportunities, and rich connections to the outside world. RSCOB currently offers five graduate degrees (MBA and MS’s in Accounting, Economics, MIS, and SCM). Both Wright State and RSCOB’s goal is to transform our students and their communities through top-quality education. The MS MAI program will achieve these goals by offering a superior-quality advanced education in generating and using valuable marketing insights in the business world.
3. Access and Retention of Underrepresented Groups

Wright State has a demonstrated commitment to multiculturalism through designated multicultural centers, programming, and executive staffing. Furthermore, RSCOB administers for WSU the Association of Black Business Students (ABBS), which enriches the undergraduate business experience for minority students through learning activities and experiences. Our MS MAI program will emphasize communication and recruitment with this group of ABBS students.

Also, RSCOB will strive to include information on the MS MAI program in WSU communications to underrepresented groups, such as at graduate fairs, events at HBCUs, and communications to McNair Scholars.

The Wright Fellows Program is aimed at attracting high-quality, underrepresented minority graduate students to the WSU campus. For the 2018-2019 academic year, up to four one-year fellowships will be awarded. Colleges and departments that house these Fellows will provide a second year of support (tuition support at the minimum) through their own budget, their allocation of tuition scholarships, or external research grants. The fellowship includes tuition remission for three semesters, typically starting in the fall, and a stipend of $13,000. The Scholar is not expected to provide a service for the award, but is expected to register for six credit hours per semester (summer excepted).

Wright State enjoys a national reputation for disability services. Our Office of Disability Services (ODS) recognizes disability as an aspect of diversity that is integral to our campus community and society at large. Over 750 students with ADD/ADHD, learning, medical, physical, and/or psychological disabilities participate in our programs. In particular, Ohio's STEM Ability Alliance assists students in achieving their academic and career goals through scholar meetings, peer mentoring, and internships. We will utilize our strong relationship with WSU ODS to ensure that students are apprised of our new MS MAI program.

Females represent 48% of RSCOB undergraduate Marketing majors. Thus, there is a strong flow of female marketing graduates from Wright State entering the workforce and gaining marketing experience. These alumni are a good target for communications about our MS MAI program. Also, business networking groups such as WIBN (Women in Business Networking) are an excellent source of experience female professionals. Finally, communications with our board of marketing advisors and other local companies/groups (e.g., LexisNexis “Women Connected” group) could also yield substantial numbers of female professionals.

Specific enrollment statistics for Wright State and RSCOB (Fall 2016) are summarized below:

## Wright State Enrollment Statistics

<table>
<thead>
<tr>
<th></th>
<th>Wright State total</th>
<th>RSCOB Graduate</th>
<th>RSCOB Undergrad</th>
<th>Marketing Undergrad (grad not available)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>48%</td>
<td>59%</td>
<td>58%</td>
<td>52%</td>
</tr>
<tr>
<td>Female</td>
<td>52%</td>
<td>41%</td>
<td>42%</td>
<td>48%</td>
</tr>
<tr>
<td>African-Amer.</td>
<td>10%</td>
<td>8%</td>
<td>7%</td>
<td>12%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>3%</td>
<td>2%</td>
<td>3%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Specific statistics on Wright State degree recipients (Summer 2015-Spring 2016) compared to national norms are summarized below:

[https://nces.ed.gov/fastfacts/display.asp?id=37](https://nces.ed.gov/fastfacts/display.asp?id=37)

<table>
<thead>
<tr>
<th></th>
<th>Nat'l Undergrad Business</th>
<th>Nat'I Grad Business</th>
<th>RSCOB Graduate</th>
<th>RSCOB Undergrad</th>
<th>Marketing Undergrad (grad not available)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>53%</td>
<td>54%</td>
<td>55%</td>
<td>58%</td>
<td>33%</td>
</tr>
<tr>
<td>Female</td>
<td>47%</td>
<td>46%</td>
<td>45%</td>
<td>42%</td>
<td>67%</td>
</tr>
<tr>
<td>African-Amer.</td>
<td>11%</td>
<td>14%</td>
<td>4%</td>
<td>6%</td>
<td>11%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>11%</td>
<td>7%</td>
<td>3%</td>
<td>2%</td>
<td>2%</td>
</tr>
</tbody>
</table>
4. **Statewide Alternatives**

In the state of Ohio, the following Public Universities have degree programs related to the proposed Wright State MS MAI Program:

- University of Cincinnati – MS MAI
- University of Cincinnati – MS in Business Analytics
- Kent State University – MS in Business Analytics

### Graduate Marketing or Business Analytics Degrees, by Ohio Public University

<table>
<thead>
<tr>
<th>Graduate Marketing or Business Analytics Program?</th>
<th>WSU</th>
<th>UC - Marketing</th>
<th>UC - Analytics</th>
<th>Kent - Analytics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Proposed, MS in Marketing Analytics &amp; Insights</td>
<td>Yes, MS in Marketing</td>
<td>Yes, MS in Business Analytics</td>
<td>Yes, MS in Business Analytics</td>
<td></td>
</tr>
<tr>
<td>Hours of Core</td>
<td>24 (3 hrs each)</td>
<td>16</td>
<td>25</td>
<td>24 (3 hrs each)</td>
</tr>
<tr>
<td>Core Courses</td>
<td>Marketing Strategy</td>
<td>MKT Strategy - 2</td>
<td>Statistical Computing - 2</td>
<td>Data Mining</td>
</tr>
<tr>
<td>Marketing Research</td>
<td>MKT Research - 4</td>
<td>Statistical Methods -4</td>
<td>Advanced Data Mining/Predictive Analytics</td>
<td></td>
</tr>
<tr>
<td>Marketing Analytics</td>
<td>Buyer Behavior – 2</td>
<td>Data Management -2</td>
<td>Quantitative Mgt Models</td>
<td></td>
</tr>
<tr>
<td>Digital Marketing</td>
<td>Intl Mkting - 2</td>
<td>Statistical Modeling - 2</td>
<td>Analytics in Practice</td>
<td></td>
</tr>
<tr>
<td>Social Media &amp; Viral Marketing</td>
<td>Marketing Ethics - 2</td>
<td>Optimization - 3</td>
<td>Database Mgt and Analytics</td>
<td></td>
</tr>
<tr>
<td>Consumer Behavior</td>
<td>Capstone – 4</td>
<td>Data Mining I - 2</td>
<td>Big Data Analytics</td>
<td></td>
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<tr>
<td>Advanced Mkting Analytics</td>
<td>Simulation Modeling - 3</td>
<td>Capstone (6 hrs)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Capstone Project</td>
<td>Data Mining II - 2</td>
<td>Probability Modeling - 4</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Probability Modeling - 4</td>
<td>MS Capstone - 1</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**BGSU has MS Analytics (offered by Graduate College) and MS Applied Statistics (offered w/Math dept)**

The Cincinnati MS MAI program focuses on traditional required courses (strategy, research, consumer behavior, international, ethics) for its program. However, our Wright State proposal focuses on both traditional marketing as well as digital marketing and marketing analytics, occupying a unique position in the market. Similarly, Cincinnati and Kent State each offer a general business analytics curriculum, but do not focus on
marketing analytics. Feedback from our marketing board of advisors (local marketing executives) indicated strong interest in sending employees to this type of program.

All major Ohio Public Universities have undergraduate marketing majors. Furthermore, OSU, Miami, UC, BGSU, and Wright State all offer minors or specializations in business analytics. Students who have graduated from these programs, as well as regional businesses in need of employees with advanced marketing expertise, provide a strong base of potential applicants for the Wright State MS MAI program.

Wright State would consider opportunities for collaboration with other institutions. For example, several of our marketing courses are offered in online form, many of which leverage our analytics and digital marketing capabilities. Similarly, we would consider evaluating potential ideas for collaboration for unique courses from other institutions.

Both RSCOB faculty/administration and Wright State’s Graduate School management have reviewed the proposals for the MS MAI program, and are fully supportive of its success. As mentioned earlier, this program is very efficient and will require no new faculty and few new courses. Furthermore, there is no need for additional facilities or equipment. Under current forecasts, the program is expected to be profitable (see Appendix B).

5. **External Support**

a) Community, foundation, governmental, and other resources.

Wright State has developed alliances with several local companies, from whom we obtain data for analysis and recommendations in classes and student class projects. We will continue to increase the number of datasets to which we have access, through both our Marketing advisory board and other local firms. Management professionals at these companies are also a valuable resource, serving as guest speakers and on evaluation committees for class projects.

The Wright State Marketing department manages a consumer research foundation (with spendable funds in the six figures) which can be used to support incisive marketing analytics research and associated software tools.

The Marketing department has also developed alliances with local government agencies such as the Small Business Development Center (SBDC, with office on campus) and Air Force Research Labs (AFRL), which provide access to innovative companies and processes for student projects. We will work toward evaluating and bringing in relevant project opportunities for the MS MAI.

The RSCOB Data Analytics Visualization Environment (DAVE) Lab allows our students, faculty, and staff to explore big data like never before, with 1000 sq. ft. space for learning and collaboration. DAVE is fully-equipped with professional hardware and software tools, offering unique opportunities for hands-on analytics.
Appendix A: MS MAI Program Faculty (CVs)

List of Faculty (in order of CVs)
Kendall Goodrich (Chair)
Bin Li
Egbert Kollaard (Adjunct)
Kunal Swani
John Dinsmore
James Munch
Wakiuru Wamwara
Pola Gupta
Charles Gulas
Kendall P. Goodrich  
Wright State University  
Department of Marketing  
3640 Colonel Glenn Highway  
Dayton, OH  45435  
Phone: (937)775-2654  
Fax: (937)775-3546  
Email: kendall.goodrich@wright.edu

EDUCATION


BA, University of Virginia, Charlottesville, VA, 1982. Major: Economics, High Distinction, Phi Beta Kappa.

PROFESSIONAL POSITIONS
Academic  
August, 2013 - Present  
Chair and Associate Professor, Wright State University
July, 2012 – July 2013  
Associate Professor, Wright State University
June, 2008 – June, 2012  
Assistant Professor, Wright State University
Instructor, Florida Atlantic University
August, 2004 – December 2007  
Research Assistant, Florida Atlantic University

Professional  
1995 - 1997, Director of Marketing and Int’l Distribution, Topspeed Corp., Pompano Beach, FL.  
1984 - 1994, Strategic Planning, Manager of Channel Marketing, NCR Corp., Dayton, OH.
TEACHING (Summer 2008 – Summer 2017)

Courses Taught

MBA
MKT 7800 (Marketing Analytics – developed course), 2 terms
MBA 7600 (Marketing Strategy), 14 terms.
MKT 716 (International Marketing), 3 terms.
MKT 7850 (Special Topics in Marketing), 2 terms
MKT 707 (Marketing Research), 1 term.
MKT 781 (Personal Selling and Entrepreneurship), 1 term

Undergraduate
MKT 4650 (Marketing Analytics – developed course), 4 terms
MKT 2500 (Principles of Marketing – online), 5 terms
MKT 4100 (Digital Marketing), 8 terms
MKT 4300 (Entrepreneurship), 11 terms
MKT 461 (Retailing), 3 terms.
MKT 4800 (Internship in Marketing), 2 terms
MKT 4700 (Marketing Challenges), 2 terms
MKT 452 (Marketing Strategy), 1 term
MKT 451 (Marketing Research), 1 term.
MKT 366 (Personal Selling and Sales Management), 1 term

Independent Study Supervised (Marketing Honors Projects)
2012, Lauren Orians, “Analysis of Online Travel/Tourism Market and Purchase Behavior” (committee chair)

2011, William Schumacher, “Online Click Fraud: An Exploration of Problem Severity and Potential Causation” (committee chair)

2010, Amy Arnett, “Advertising Strategies in a Changing Environment” (committee member)

Guest Lectures
“Internet Marketing: Past Present & Future,” presented as “Pre-Game Lecture” to students and faculty, at Nutter Center Berry Room, prior to a Wright State basketball game, January 30, 2013

SCHOLARSHIP

Peer Reviewed (Refereed) Journal Publications


Refereed Conference Presentations


Grants Funded

Consumers with Disabilities Study, Rike Consumer Research Foundation, $22,999 (2010).

SERVICE

University Committees
University Branding Committee member (2014-2015)
Survey Software Committee Co-Chair (2012-2013)(resulted in University adoption of Qualtrics)

College Committees
RSCOB Café Committee member (2013-2015)
Undergraduate Programs, Alternate Committee member (2009 - 2013).
MBA Committee member (2012-2013)

Department Committees
Semester Conversion Curriculum Committee member (2010-2011)
Assistant Professor Recruitment Committee member (2013-2014) (2 new faculty recruits)
Annual Planning committee member (2008 – present)

Other University Service
Faculty Advisor, Marketing Club (2011 – 2012). Initiated new marketing programs and events such as Wright Brothers Day and various marketing consulting projects.
University “Move in Day” volunteer (2104)
Attended Graduation Commencement Ceremonies (2009-2015)
Attended MBA Hooding Ceremony (2011, 2014)
Attended/presented awards at Department of Marketing Scholarships & Awards Reception (2009 - 2015)
Member, Graduate Faculty
Attended all RSCOB Faculty meetings
Attended all Marketing Department meetings

Professional Service
Editorial Review Board for:
Journal of the Academy of Marketing Science. (February 2010 - Present).
Ad Hoc Reviewer for:
Journal of Advertising Research (January 2011 – Present)
Journal of Internet Marketing (November 2012 – 2014)
Association for Consumer Research (2009).


Community Service
American Marketing Association, Wright State Chapter
Marketing Committee member, Hannah’s Treasure Chest, Dayton
Guest Speaker, Internet Marketing, at Nutter Center (Jan. 2013)

Major Accomplishments
As faculty advisory to the marketing club, we initiated the inaugural Wright Brothers Day at the University (Student Center Atrium on October 5th, 2011) and ensured three more successful events in later years. The event focuses on the innovative spirit of the Wright Brothers, and displays Wright State strengths in history (artifacts from WSU Special Collections – largest Wright Brothers collection in the world) and innovation (multiple innovations, from 3D virtual reality to robotics), as well as fun Wright Brothers-related activities. The October 5th date was officially recognized by the Governor of Ohio as “Wright Brothers Day” in a proclamation, prompted by my communication with the Governors’ office.
Bin Li  
Raj Soin College of Business  
Wright State University  
284 Rike Hall, 3640 Colonel Glenn Highway  
Dayton, OH 45435  
Email: bin.li2@wright.edu  
Office: +1 (937) 775-8375  
Cell: +1 (404) 626-2596

EDUCATION

Ph.D. Marketing  
University of Connecticut, Storrs, U.S.  
2016

B.S. Electronic Engineering,  
Tsinghua University, Beijing, China  
1991

RESEARCH INTERESTS

Structural Dynamic Games, Empirical IO, Empirical Modeling of Consumer Behavior, Spatial Economics, Data Mining, Big Data Inference, Mobile Marketing, Social Media

PUBLICATIONS


WORKING PAPERS


3. Bin Li, Peng Huang, Nicholas Lurie and Sabyasachi Mitra, “Retail Store Entry and Online Consumer Search: The Role of Cognitive versus Physical Search Costs”

WORK IN PROGRESS

1. Bin Li, and Gang Wang, “Disentangling Social Network Determinants of Consumer Consideration Set Formation and Choice” (data collecting and model development phase)

2. Bin Li, “Consumer Learning from Horizontal and Vertical Reviews: An Empirical Analysis with Big Data”

CONFERENCE PRESENTATION


HONORS, AWARDS AND GRANTS

<table>
<thead>
<tr>
<th>Award</th>
<th>Year</th>
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</thead>
<tbody>
<tr>
<td>AMA-Sheth Foundation Doctoral Consortium</td>
<td>2015</td>
</tr>
<tr>
<td>School of Business Outstanding Doctoral Student Award</td>
<td>2015</td>
</tr>
<tr>
<td>VOYA Financial PhD Fellow</td>
<td>2015</td>
</tr>
<tr>
<td>Marketing Department Outstanding Ph.D. Student Scholar Award</td>
<td>2013</td>
</tr>
<tr>
<td>MSI Research Grant (with Joseph Pancras and Rajkumar Venkatesan,</td>
<td>2013</td>
</tr>
<tr>
<td>$13,000)</td>
<td></td>
</tr>
<tr>
<td>School of Business Ph.D. Fellowship, University of Connecticut</td>
<td>2011</td>
</tr>
<tr>
<td>Honor of the Most Outstanding Student, Tsinghua University</td>
<td>1990</td>
</tr>
<tr>
<td>First-Class Fellowship, Tsinghua University</td>
<td>1987-1990</td>
</tr>
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</table>

TEACHING EXPERIENCE

<table>
<thead>
<tr>
<th>University</th>
<th>Course</th>
<th>Term</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wright State University</td>
<td>MKT 2500: Principles of Marketing</td>
<td>Fall 2016</td>
</tr>
<tr>
<td></td>
<td>MKT 4850: Introduction to Marketing Analytics</td>
<td>Spring 2017</td>
</tr>
<tr>
<td></td>
<td>MKT 7850: Special Topics in Marketing (Marketing Analytics Tools and Insights – now MKT 7820)</td>
<td>Fall 2016</td>
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<tr>
<td>University of Connecticut</td>
<td></td>
<td>Fall 2014</td>
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MKT 3101: Introduction to Marketing Management  
*Teaching Evaluation:  
4/5  
*Fall 2013  
*Teaching Evaluation:  
3/5

### Industry Experience

<table>
<thead>
<tr>
<th>Company</th>
<th>Position</th>
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<tbody>
<tr>
<td>QindaRuikang System Co., Ltd.</td>
<td>Co-Founder and CEO</td>
<td>01/2004 – 06/2008</td>
</tr>
<tr>
<td>Tsinghua Unisplendour Co</td>
<td>Managing Director, Project Manager,</td>
<td>01/2001 – 12/2003</td>
</tr>
<tr>
<td></td>
<td>Software Engineer</td>
<td>02/1998 – 01/2001</td>
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### Computational Skills

<table>
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<tbody>
<tr>
<td>Programming Languages</td>
<td>C/C++/Java (Professional)</td>
</tr>
<tr>
<td>Statistical Packages</td>
<td>R, Stata</td>
</tr>
<tr>
<td>Others</td>
<td>Oracle Database System (Certified DBA)</td>
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<tr>
<td></td>
<td>ArcGIS Information System (Experienced)</td>
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</table>

### Selected Coursework

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<th>Course</th>
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<tr>
<td>Applied Multivariate Analysis</td>
</tr>
<tr>
<td>Econometrics I</td>
</tr>
<tr>
<td>Microeconomics I</td>
</tr>
<tr>
<td>Empirical Industrial Organization</td>
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<tr>
<td>Seminar - Quantitative Applications in Marketing</td>
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<tr>
<td>Seminar - Strategic Applications in Marketing</td>
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<tr>
<td>Seminar - Behavioral Applications in Marketing</td>
</tr>
<tr>
<td>Seminar - Introduction to Research in Marketing</td>
</tr>
<tr>
<td>Statistical Computing</td>
</tr>
</tbody>
</table>
EGBERT J. KOLLAARD
ekollaard@woh.rr.com

7151 Clearview Court
Springboro, Ohio 45066

Home: 937-748-4255
Cell: 937-602-7181

EDUCATION

Formal Education:

Bachelor of Arts, Economics, Wright State University, Dayton, Ohio, 1978.

Continuing Education:

University of Chicago, Executive Program in Corporate Strategy, November, 1998
George Washington University, earning a Certificate of Completion, Accelerated course in Project Management.
Industry specific conferences and webinars on a variety of IT, marketing and management topics, especially digital marketing, social media, online communities, data and text analytics.

ACADEMIC/TEACHING EXPERIENCE

Teaching experience at Wright State University as an adjunct professor since Fall of 2004, teaching undergraduate and graduate courses in Marketing and Management, including:

- MKT4850/7800, Marketing Analytics,
- MKT 775, Entrepreneurship
- MGT 3110, Leadership and Ethics
- MGT 3100, Organizational Behavior
- MGT 475/4750, Small Business Management,
- MGT 4850, International Management
- MBA 760, Marketing Strategy, an accelerated course for Chinese MBA students,
- MBA 7750, Competitive Strategy,
- Academic Advisor, Business 4000, Honor Students Entrepreneurship Experiential Learning Course

Delivered and developed various sales and other training seminars and courses in prior corporate roles, and especially at LexisNexis and NCR.
PUBLICATIONS

Authored a number of articles for Technology First Magazine, Technology First IT Association of The Greater Dayton Area, including:


“ROI Demand Drives Convergence of e-Marketing and Analytics,” 2/2010


“Seniors Adopting Technology in Record Numbers,” 7/2009

“Building Business Momentum through Continuous Customer Conversations,” 1/2009


CORPORATE EXPERIENCE SUMMARY

Versatile multi-lingual executive with progressively responsible global management experience and a proven track record of positively impacting business performance with customer and data-driven product, services, and marketing programs. Extensive experience in corporate client, as well as agency supplier, roles across a variety of B2B and B2C product and services sectors with particular strengths in:

- Market Intelligence, Research, Analytics and Data Mining
- Strategy Development, Planning and Market Development
- Product/Services Management and Development
- Strategic and Tactical Product and Services Marketing, Including Digital and Traditional Print

Industry specific experience in a variety of sectors including:

- **Healthcare**, including public and private payers, hospitals, physician groups, medical device and pharmaceutical manufacturers.
- **Information Technology**, including hardware and software, professional and customer support services, web site and e-commerce application development.
- **Information Publishing**, including business, legal and government information.
- **Financial Services**, including insurance, commercial and retail banking.
- **Public sector**, at local, state and Federal level, including economic development, public safety, and healthcare.
CURRENT EXPERIENCE

IntelliQ Research Strategy
Cincinnati, Ohio
Since 11/2010
Vice President and Chief Marketing and Strategy Officer and Lead marketing, branding, strategy and business/client development and engagement management for the firm’s IntelliQ Health and IntelliQ B2B divisions supporting “high stakes” strategic decision making needs of the firms’ industry leading healthcare and industrial (B2B) clients.

- Direct strategic market intelligence client engagements for the firms’ healthcare and B2B clients adding three leading national accounts that account for 35% of the firm’s overall revenue.
- Lead the firm’s strategy, marketing and business development initiatives such as Online Communities, Search and Content Marketing, Social Media Monitoring, “Big Data” and Text Analytics.

RxPREDICT
Cincinnati, Ohio
Since 8/2016
Vice President Value Based Programs
Lead development and implementation of value-based programs and relationship manage client engagements for this 4 year old healthcare analytics start-up firm.

- Team with the firm’s technical team to translate client needs and requirements into leading edge products and services for healthcare organizations, including health systems, provider organizations, payers, pharmacies, and pharmacy benefit managers.
- As a member of the senior management team, assisted in development and successful launch of the firm’s INDICARE predictive risk scoring and patient simulation tools as well as its’ Pharmacogenomics service offer.
- Provide executive client relationship management for three of the firms’ leading clients.

PRIOR EXPERIENCE AND ACCOMPLISHMENTS

Fortune 1000 Corporate Experience:

A highly experienced and effective leader, team player, and relationship builder adept at working collaboratively and cross-organizationally in matrixed environments to achieve organizational goals and objectives. Extensive market research, analysis and competitive intelligence skills as a practitioner, manager and consultant, coupled with a proven track record of developing and executing insights driven customer-focused product and services programs as well as strategic and tactical marketing programs within time and budget parameters. More specifically:

✔ 12 years with NCR Corporation, Dayton, Ohio (1987-1996 and 1999-2001) in a number of progressively responsible program and product marketing/management roles. Last served as Vice President, Marketing, for NCR’s Worldwide Professional Services (WPS) group leading a team of 8 and a $ 2 million budget developing and implementing the divisional strategic plan, marketing strategy, marketing plan and internal as well as external tactical marketing programs.
✓ 3 years with LexisNexis, Dayton, Ohio (1996 – 1999) as Director, Corporate Research Corporate Strategy and Development, leading a team of 7 research and competitive Intelligence professionals supporting the strategic intelligence needs of senior corporate and business unit management decision makers, managing an annual $1.5 million budget participating in, and contributing to, a number of corporate strategy, M&A and business transformation and improvement engagements.

Agency/Consulting Experience:

Ten plus years of experience developing, marketing, selling and delivering strategic business services, counsel, and insight to clients in a variety of B2B and B2C industries as well as the public and non-profit sectors. A proven track record of building mutually beneficial long term and trusted relationships with clients and business partners, delivering best practice based strategic business and marketing planning, technology enabled marketing and market analysis programs, that have resulted in significant and impactful business and process change, improvements, and measurable top and bottom line growth.

✓ 3 years (2007-2010) with TDH Marketing, Dayton Ohio, as Vice President Strategy and Planning, leading the firm’s five person Interactive Services Group, in providing well over seventy five web site, interactive and web-based application development client engagements, while spearheading strategy, business development and positioning efforts for the firm and the firms’ clients.

✓ 3 years (2001-2003) with Flynn, Sabatino and Day, Dayton Ohio, Sr. Vice President, E-Business Division, directing the development and delivery of technology-enabled marketing engagements, ranging from $25,000 to $1.2 million, including business and marketing strategy, web site and web product development, CRM, online and traditional marketing communications programs.

Small, Mid-Market, and Start-Up Business Experience:

Fourteen years of small, mid-sized and start-up business planning, marketing research, marketing and sales experience in B2B and B2C industries, economic development and the non-profit sector. Adept at achieving organizational goals and objectives, facilitating strategic decision making and adding significant value in oftentimes resource constrained environments through creative problem solving, being able and willing to be versatile, flexible and inventive, while wearing multiple hats and teaming and collaborating with others internally and externally.

✓ 1 year (2006-2007) as Vice President Strategic Planning for QBase LLC, Beavercreek, Ohio, leading the business and marketing strategy function as well as the development of a professional services line of business for this data mining and analytics start-up.

✓ 2 years (2004-2006) as Director of Marketing for MMCIC, Miamisburg, Ohio, directing redevelopment marketing and sales efforts for this former Department of Energy “Superfund” site, by engaging and partnering with local, state and federal politicians, agencies, the economic development, real estate and academic community. Successfully repositioned the site as an innovative business and scientific technology park while raising awareness and interest in the site among potential tenants, securing new tenants and raising loyalty among existing tenants.
Since 2003, as Founder and Owner of The Infoneer Group providing strategic and tactical marketing programs and services, including web site, SEO, SEM, social media as well as market intelligence initiatives to mid-market clients and divisions of Fortune 1000 corporations.

10 plus years of prior small business experience in international sales and marketing as well as consumer and B2B marketing research.

OTHER RELEVANT INFORMATION

Professional Memberships:

Member, I-70/75 Development Association and organizing committee member for I-70/75 Annual Regional Economic Development Summit, 2004 - 2006, 2008 - 2010.


Member, West Chester/Liberty Township Chamber of Commerce and Dayton/Cincinnati Corridor Task Force.

Member of Board of Advisors of Marketing Department at WSU, 2005 – 2010.

Other:

Naturalized US Citizen of Dutch ancestry with fluency in Dutch, German and semi-fluency in French.

REFERENCES

Dr. Melissa Gruys, Former Chair, Department of Management and International Business, Wright State University, Raj Soin School of Business, and currently Dean, Doermer School of Business, Indiana/Purdue University, Fort Wayne, IN, Phone: 260-481-6461– Email: gruysm@ipfw.edu

Dr. Bud Baker, Professor of Management, Robert J. Kegereis Distinguished Professor of Teaching, Wright State University, Raj Soin School of Business, Phone: 937-775-3030 – Email: Bud.baker@wright.edu

Dr. Jim Munch, Associate Dean for Graduate and Undergraduate Programs, Wright State University, Raj Soin School of Business, Phone: 937-775-3193 – Email: james.munch@wright.edu

Mr. Mike Grauwelman, Executive Director, Montgomery County Land Reutilization Corp., Phone: 937-531-692 – Email: mikey@mlandbank.com
KUNAL SWANI

Department of Marketing
Raj Soin College of Business
Wright State University
Dayton, Ohio 45435

Phone: (937) 775 2260
Email: kunal.swani@wright.edu

EDUCATION

University of Massachusetts, Amherst, Massachusetts
Ph.D. in Marketing
Minor: Statistical Methods
2014

Frank G. Zarb School of Business, Hofstra University, Hempstead, New York
M.B.A. in Marketing
2009

Maharashtra Institute of Technology, Pune University, Pune, India
B.E. Polymer Engineering
2005

TEACHING

Wright State University, Raj Soin College of Business, Department of Marketing
Assistant Professor of Marketing
2014-present

University of Massachusetts – Amherst, Isenberg School of Management
Instructor of Marketing
2012-2014

Courses Taught (Undergraduate)
Principles of Marketing
Integrated Marketing Communications/Advertising
Marketing Research
Viral Marketing
Applied Business Planning

Courses Taught (Graduate)
Marketing Research
Viral Marketing
Entrepreneurship

PROFESSIONAL EXPERIENCE

Lencore Acoustics Corp., Woodbury, NY
Marketing Internship
June 2008-May 2009
Marketing Manager
May 2009-September 2010

Cognizant Technology Solutions Pvt. Ltd., Pune, India
Programmer Analyst
December 2005-June 2007
RESEARCH

Published Refereed Journals

Dinsmore, John, Kunal Swani, and Riley Dugan, “To free or not to free: trait predictors of mobile app purchasing tendencies,” *Psychology and Marketing (forthcoming).*

Swani, Kunal, Easwar Iyer, “The impact of the great recession on financial services advertising: an exploratory study,” *Services Marketing Quarterly (forthcoming).*


*Ranked by Elsevier Publishing as Top 10 most downloaded Economics articles since January 2014.*


*Selected by Emerald Publishing as an “Emerald Gem” and will appear in New Perspectives in Marketing by Word-of-Mouth based on being “[one] of the most highly cited, read and innovative research in its field.”*


Book Chapters

Refereed Conference Presentations


Ross, Spencer M., Kunal Swani, and George R. Milne, “What are they reading? The role of networked information usage in the classroom environment,” poster at the DMEF Direct/Interactive Marketing Research Summit, October 13-14, 2012 in Las Vegas, Nevada.


Andonova, Yana and Kunal Swani, “Helping managers avoid privacy mishaps: a re-examination of marketer caused consumer privacy harms,” presented at the DMEF Direct/Interactive Marketing Research Summit, October 1-12, 2011 in Boston, Massachusetts.


Articles under Review

HONORS AND AWARDS
- Rike Consumer Research Foundation ($3,000), Fall 2014
- Graduate School Fellowship Award (UMASS) ($17,000), Spring 2013
- Isenberg School of Management (UMASS), Outstanding Doctoral Student Researcher Award, Spring 2013
- AMA-Sheth Doctoral Consortium Fellow, University of Michigan, Spring 2013
- Harold E. Hardy Award Winner (departmental) ($1,500 scholarship), Spring 2012
- Awarded a medallion for Scholastic Achievement by Beta Gamma Sigma, New York Chapter, Spring 2009
- President of Theta Chapter of Beta Gamma Sigma, Zarb School of Business, Spring 2009
- Awarded M.B.A. Scholarship, Zarb School of Business, Fall 2007

PROFESSIONAL SERVICES
- Guest Editor: Special Issue on ‘B2B Advertising’ at Industrial Marketing Management (2016)
- Editorial Board member at Industrial Marketing Management (2015 – present) and Journal of Marketing Analytics (2015 – present)
- Ad hoc reviews for Journal of Business Research, Journal of Business & Industrial Marketing and several other conferences such as American Marketing Association, Academy of Marketing Science, and Direct Marketing Association (DMEF) (2014 – present)
- Served as a session chair at the DMEF 2014 and 2015 conferences
PROFESSIONAL AFFILIATIONS

- American Marketing Association
- Beta Gamma Sigma
John B. Dinsmore
1969 Springtree Court, Dayton, OH 45459 ∙ 804-237-9574 (mobile)
john.dinsmore@wright.edu ∙ Skype: johnbowmandinsmore

EDUCATION
• PhD—Marketing, University of Cincinnati, 2013
• MBA—Marketing & Decision Support Systems, University of Georgia, 2003
• BA—History & Political Science, James Madison University, 1994

ACADEMIC EXPERIENCE
• 2014-Present, Assistant Professor, Marketing, Wright State University, Fairborn, OH
  • 2012-2014, Visiting Professor, Marketing, Xavier University, Cincinnati, OH
  • 2009-2012, Research Assistant, University of Cincinnati, Cincinnati, OH
  • 2001-2003, Graduate Assistant, University of Georgia, Athens, GA

INDUSTRY EXPERIENCE
• 2005-2009, Director of Marketing & Business Development, The Tetra Companies, Richmond, VA
  Summary: Managed corporate marketing and sales/leasing for a commercial real estate developer of apartment communities and shopping centers in the Southeast.

  • 2004-2005, Product Manager, IMAKE Software, Bethesda, MD
  Summary: Served as product manager and sales engineer for the software systems that create, transport, and manage Video on Demand offerings between content producers and broadcast companies.

  • 2002, MBA Summer Intern, Société Générale Insurance & Derivatives, New York, NY
  Summary: Worked to generate and implement market segmentation strategy for the bank’s weather derivatives product.

  • 1996-2001, Media Director, Feldman Communications, Annapolis, MD
  Summary: Worked at a boutique PR agency specializing in high tech to conceptualize and implement public relations and advertising campaigns.

RESEARCH INTERESTS
Mobile Applications & Commerce; Methods of Payment

CLASSES TAUGHT (U=Undergraduate, G=Graduate)
Advertising (U), Creativity & Problem Solving (U), Digital Marketing (U), Entrepreneurship (U), Marketing Strategy (U, G), Principles of Marketing (U, G), Product Management (U)
PUBLICATIONS—JOURNAL ARTICLES


PUBLICATIONS—CASES

MANUSCRIPTS IN PREPARATION


POPULAR PRESS MENTIONS

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<tr>
<th>Date</th>
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<tr>
<td>05-08-17</td>
<td>CIO</td>
<td>Why some people are willing to pay for a mobile app</td>
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<tr>
<td>02-22-17</td>
<td>Business.com</td>
<td>Sale Inside: How Retailers are Using Online Promotions to Dominate Sales</td>
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<td>01-15-17</td>
<td>Software Advice</td>
<td>4 Considerations When Hiring a Marketer</td>
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<tr>
<td>12-2-16</td>
<td>Nanorep</td>
<td>Customer Experience Pros Share The Biggest Mistakes Companies Make in Buying and Evaluating Customer Experience Software</td>
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<tr>
<td>11-21-16</td>
<td>Funder’s Club</td>
<td>The Uncertain Future of Carmakers</td>
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<td>10-19-16</td>
<td>Appboy</td>
<td>Don't Do the Wrong Thing Better: 7 Marketing Pros on Thinking Outside the Box</td>
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<td>10-18-16</td>
<td>TED: The Electrical Distributor Magazine</td>
<td>6 Ways to Create a Profitable Value-Added Approach</td>
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<td>09-20-16</td>
<td>Xenia Gazette</td>
<td>Local Students Start Marketing Company</td>
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<td>09-19-16</td>
<td>US News &amp; World Report</td>
<td>13 Ways to Take the Emotions Out of Investing</td>
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<td>08-12-16</td>
<td>CIO</td>
<td>10 Low-cost PR Strategies for Startups and Small Businesses</td>
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<td>05-05-16</td>
<td>Manta.com</td>
<td>How to Engage Smartphone Users</td>
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<td>04-05-16</td>
<td>Bitly</td>
<td>App Marketing 101</td>
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<td>03-22-16</td>
<td>Business.com</td>
<td>Sale Inside: How Retailers are Using Online Promotions to Dominate Sales</td>
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<td>03-03-16</td>
<td>Fundbox Blog</td>
<td>“5 Questions to Ask Before You Offer Deep Discounts”</td>
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<tr>
<td>02-23-16</td>
<td>Insureon Blog</td>
<td>“What Mozzarella Sticks Can Teach Food Businesses about False Advertising”</td>
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<td>02-13-16</td>
<td>Shoprocket Blog</td>
<td>“Common Marketing Mistakes That eCommerce Stores Make”</td>
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<tr>
<td>09-01-15</td>
<td>Geekwire</td>
<td>“No need to panic: Amazon isn’t slashing the number of Prime-eligible products available.”</td>
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INVITED PRESENTATIONS & LECTURES


“Price Fairness and The Placebo Effect in Marketing,” Carlson School of Management, University of Minnesota, Minneapolis, MN, 2012.

CONFERENCE PRESENTATIONS (* denotes presenter)
Dinsmore, John B.*, Scott A. Wright and Frank R. Kardes (2016), “There’s a [free] app for that: But will you pay for it anyways? Driving preference for paid vs. free versions of digital goods,” American Psychological Association Convention, Denver, CO.


Dugan, Riley* and John Dinsmore (2013), “Researching the Web 2.0 and 3.0 in the Selling Process,” Special Session at the National Conference in Sales Management, San Diego, CA.


Dinsmore, John B.* (2012), "Mental Accounting, General Evaluability Theory and The Framing of Losses Posed By Partitioned Monetary and Non-Monetary Prices," Wayne State Behavioral Pricing Conference, Detroit, MI.


HONORS & AWARDS
- $2,000 International Seed Grant, Wright State University Center for International Education, Awarded on November 30, 2016.
- $9,500 Research Grant, Wright State University/Rike Consumer Research Foundation, Principal Investigator, "The Mental Accounting of Monetary and Nonmonetary Prices," Awarded on January 6, 2016.
- $8,500 Research Grant, Wright State University/Rike Consumer Research Foundation, Co-Principal Investigator, "Contrary Construal Level Mindsets Induced By Monetary and Nonmonetary Prices," Awarded on August 8, 2014.
- Honorable Mention, Fordham University Behavioral Pricing Doctoral Dissertation Competition (2012)
- AMA-Sheth Consortium Fellow (2012)
• Recipient, “Teachers Who Inspire” Designation from University of Cincinnati’s Class of 2011
• Kelly-Siddall Fellowship, University of Cincinnati (2009-2012)
• Turnaround Management Competition (2003) representing University of Georgia, Winner for Southeastern Region, Tied with Columbia University for Third Place Nationally

SERVICE
• Graduate Program Committee, Chair (2016-Present)
• Consulting with Wright State Research Institute on GoFlyZone mobile application and general marketing strategy. (2015-2016)
• Faculty Search Committee, Marketing Department, Raj Soin College of Business at Wright State University (2014-2015)
• Scholarship & Awards Committee, Raj Soin College of Business at Wright State University (2014-2016)
• Evaluation Committee, Raj Soin College of Business Integrity Award (2016)
• Journal of Marketing Theory and Practice—Ad Hoc Reviewer
• Journal of Business Research—Ad Hoc Reviewer
• Marketing Letters—Ad Hoc Reviewer
• Journal of Strategic Marketing—Ad Hoc Reviewer
• Journal of Marketing Analytics—Ad Hoc Reviewer
• Atlantic Marketing Association Conference 2013 (Reviewer & Track Chair), 2014 (Reviewer)
• Kao Brands Competition, Faculty Sponsor, Xavier University, 2012, 2013
• Association for Practical and Professional Ethics Intercollegiate Ethics Bowl National Championship, Xavier University, 2012 (Judge)
• Fragrance Marketing Lab, Research Assistant, University of Cincinnati, 2009-2012
• American Marketing Association Summer Conference 2011, 2012, 2013 (Reviewer)
• American Marketing Association Winter Conference 2011, 2012 (Reviewer)
• Academy of Marketing Sciences World Marketing Congress 2011 (Reviewer)
• Society of Consumer Psychology Conference 2011, 2012, 2013 (Reviewer)

PROFESSIONAL AFFILIATIONS
• Society for Consumer Psychology (Member)
• American Marketing Association (Member)

TEACHING EXPERIENCE
Wright State University

Original Classes Developed (Listed Alphabetically By Name)
• Creativity, Communication & Problem Solving (MKT 3700—Undergraduate)
• Digital Marketing, Online Version (MKT 4100/7100)

Classes Taught (Listed Alphabetically By Name)
• Creativity, Communication & Problem Solving (MKT 3700—Undergraduate)
  Spring 2017
  • Evaluations TBD
  Spring 2016
  • Mean student evaluation 4.37/5 (n=32) for teaching excellence

• Digital Marketing (MKT 4100—Undergraduate)
  Summer 2016
  • Mean student evaluation 4.73/5 (n=18) for teaching excellence

• Digital Marketing, Online Version (MKT 4100—Undergraduate)
  Summer 2017
  • Evaluations TBD

• Entrepreneurship (MKT 4300—Undergraduate)
  Summer 2017
  • Evaluations TBD
  Summer 2016
  • Mean student evaluation 4.13/5 (n=24) for teaching excellence
  Summer 2015
  • Mean student evaluation 3.93/5 (n=18) for teaching excellence

• Marketing Strategy (MKT 7600—Graduate)
  Spring 2017
  • Evaluations TBD
  Fall 2016
  • Mean student evaluation 4.18/5 (n=28) for teaching excellence
  Fall 2015
  • Mean student evaluation 4.64/5 (n=12) for teaching excellence
  Fall 2014
  • Mean student evaluation 4.67/5 (n=12) for teaching excellence

• Marketing Strategy (MKT 4900—Undergraduate)
  Fall 2016
  • Mean student evaluation 4.69/5 (n=32) for teaching excellence
• **Principles of Marketing** (MKT 2500—Undergraduate)
  
  **Spring 2016**
  - Section 02, Mean student evaluation 4.41/5 (n=60) for teaching excellence
  - Section 03, Mean student evaluation 4.57/5 (n=60) for teaching excellence

  **Fall 2015**
  - Section 01, Mean student evaluation 4.58/5 (n=60) for teaching excellence

  **Summer 2015**
  - Section 02, Mean student evaluation 4.72/5 (n=18) for teaching excellence

  **Spring 2015**
  - Section 02, Mean student evaluation 4.61/5 (n=60) for teaching excellence
  - Section 03, Mean student evaluation 4.53/5 (n=60) for teaching excellence
  - Section 05, Mean student evaluation 4.61/5 (n=53) for teaching excellence

  **Fall 2014**
  - Section 01, Mean student evaluation 4.54/5 (n=60) for teaching excellence

**Xavier University**

• **Marketing Concepts** (MKT 500—Graduate)
  
  **Fall 2012**
  - Mean Student Evaluation 4.3/5 (n=22) for teaching excellence

• **Marketing Strategy** (MKT 600—Graduate)
  
  **Spring 2013**
  - Mean Student Evaluation 3.8/5 (n=30) for teaching excellence

  **Summer 2013**
  - Sec. 1: Mean Student Evaluation 4.1/5 (n=27) for teaching excellence
  - Sec. 2: Mean Student Evaluation 4.1/5 (n=27) for teaching excellence

  **Spring 2014**
  - Sec. 4: Mean Student Evaluation 4.4/5 (n=34) for teaching excellence
  - Sec. 14: Mean Student Evaluation 4.4/5 (n=18) for teaching excellence

• **Principles of Marketing** (MKT 300—Undergraduate)
  
  **Fall 2012**
  - Sec. 1: Mean student evaluation 4.4/5 (n=32) for teaching excellence
  - Sec. 2: Mean student evaluation 4.6/5 (n=30) for teaching excellence

  **Spring 2013** (3 Sections—additional section covering for ill colleague)
  - Sec.1: Mean student evaluation 4.2/5 (n=22) for teaching excellence
  - Sec. 3: Mean student evaluation 4.0/5 (n=32) for teaching excellence
• Sec. 4: Mean student evaluation 4.4/5 (n=32) for teaching excellence

Fall 2013
• Sec. 1: Mean student evaluation 4.1/5 (n=30) for teaching excellence
• Sec. 2: Mean student evaluation 4.0/5 (n=32) for teaching excellence

Spring 2014
• Sec. 8: Mean student evaluation 4.4/5 (n=30) for teaching excellence

Summer 2014
• Sec. 1: Mean student evaluation 4.4/5 (n=9) for teaching excellence
• Sec. 2: Mean student evaluation 4.5/5 (n=8) for teaching excellence

• Product Development (MKT 366—Undergraduate)
  Fall 2013
  • Mean student evaluation 3.9/5 (n=24) for teaching excellence

University of Cincinnati
• Advertising (MKT 577—Undergraduate)
  • Summer 2011: Mean student evaluation 7.5/8 (n=63) for teaching excellence

• Marketing Strategy (MKT 585—Undergraduate)
  • Spring 2012: Mean student evaluation 7.7/8 (n=40) for teaching excellence

• Product Management (MKT 574—Undergraduate)
  • Summer 2010: Mean student evaluation 7.4/8 (n=55) for teaching excellence
  • Spring 2011: Mean student evaluation 6.8/8 (n=50) for teaching excellence
RESUME

James M. Munch, Ph.D.
Professor of Marketing
Wright State University
Raj Soin College of Business
3640 Colonel Glenn Highway
Dayton, OH 45435-0001
Office (937) 775-3193
Office E-mail: james.munch@wright.edu

Cell (937) 750-7335

PERSONAL

Marital Status: Married
Citizenship: United States of America
Excellent Health

EDUCATION

THE PENNSYLVANIA STATE UNIVERSITY
Doctor of Philosophy in Marketing, August 1983

SYRACUSE UNIVERSITY
Master’s of Business Administration in Marketing, January 1975

ST. BONAVENTURE UNIVERSITY
Bachelor of Science in Business Administration, Cum Laude, June 1973
BUSINESS EXPERIENCE

**FEDERAL WHOLESALE COMPANY**, June 1975-September 1978

Straight commission sales and marketing manager:
Nationwide Hardline Distributor to National Discount Retailers, Eastern Region, USA

**CARNATION COMPANY**, January 1975-June 1975

Sales and marketing representative:
Grocery Products Marketing, Midwestern Region, USA.

ACADEMIC EXPERIENCE

**WRIGHT STATE UNIVERSITY 2007-to present**

Notable Accomplishments-

- Created and launched the first executive education program for the college of business (14 cohorts taught 2007-2015)

- Created the Rike Consumer Research Foundation Faculty Research Initiative: Approximately $100,000 of faculty research project funding

- Restructured undergraduate marketing degree program to launch the Consumer Insight undergraduate marketing degree track

- Established the Customer Insight Corporate Board to support the CI track with student scholarships, internships and corporate mentoring program

- Created and gained Ohio Board of Regents Approval for new Online MBA degree program 2013. Fully on-line MBA degree launch in fall 2015

- Co-Chair for Wright State University Marketing and Re-Branding Initiative. Comprehensive market segmentation study, brand development, and promotional campaign (2013-2015).

**Wright State University Appointments**
Professor of Marketing  
August 1, 2016 to present  

Associate Dean for Graduate Programs and Executive Education,  
January 2013 to August 1, 2016  

Professor and Chair, Department of Marketing,  
June 2007 to August 2013  

Professor and Interim Chair, Department of Finance,  
October 2007 to July 2008  

Professor and Chair, Department of International Business,  
June 2007 to September 2008  

COURSES TAUGHT  

Graduate Marketing  
Marketing Strategy Online (MBA)  
Marketing Strategy (MBA)  
Marketing Strategy (MBA) Mason Program  
Marketing Strategy (MBA) Capital University, Beijing, China  

Undergraduate Marketing  
Consumer Behavior  
Industrial B to B Marketing  
Personal Selling and Sales Management  
Principles of Marketing  
Services Marketing  
Strategic Marketing Management  

Executive Development Programs  

Speedway, Inc. Emerging Leaders Executive Training Programs  
Created, developed, managed, and delivered this executive education course September 2007- present. Fourteenth cohort class taught September, 2015  

Dayton Superior, Inc. Project Management Training Program  
Created, developed, managed, and delivered this executive education course May - July 2008.
UNIVERSITY OF TEXAS AT ARLINGTON 1993-2007

Notable Accomplishments-

- Directed Marketing Department PhD program from 1994-2007
- Chaired 12 Dissertations and served on 10 PhD committees.
- Chaired faculty hiring committees, hiring 4 new marketing faculty
- Received College of Business outstanding research and outstanding teaching awards
- Earned promotion to full professor

University of Texas at Arlington Appointments

Full Professor of Marketing, September 1999 to 2007

Tenured Associate Professor of Marketing, September 1993-1999

COURSES TAUGHT

Graduate Marketing:
- Seminar in Marketing Strategy (PhD)
- Seminar in Consumer Research (Ph.D.)
- Consumer Behavior (MBA/MSMR)
- Industrial Marketing (MBA/MSMR)
- Marketing Management (MBA/MSMR)
- Marketing Strategy (MBA/MSMR)
- Marketing Communications (MBA/MSMR)

Undergraduate Marketing:
- Consumer Behavior
- Principles of Marketing
- Integrated Marketing Communications
- Retailing
- Personal Selling/ Sales Management
- International Marketing
- Marketing Strategy and Planning

UTA Executive MBA Programs:

Domestic Programs:
- Taiwan: International Marketing On-line Course, April, 2003

International Programs:
Taipei, Taiwan:
Tainan, Taiwan:
  International Marketing, 2007
Beijing, China:
  University of Science and Technology:
    EMBA Marketing Strategy, 2003
Shanghai, China:
  Tongji University:
Suzhou, China:
  Suzhou Institute of Vocational Technology:

UTA Master's in Healthcare Administration Program (HCAD):
  Services Marketing:
    Presbyterian Hospital 2003
    UTA Fort Worth Campus 2004, 2006, 2007
    UTA University Center, Dallas 2005

DOCTORAL COMMITtees

University of Texas Arlington

Dissertation Chairperson for:

Hieu Nguyen, UTA
  Marketing Ph.D. completed 5/2007
  Associate Professor of Marketing
  California State University at Long Beach

Vivek Natarajan, UTA
  Marketing Ph.D. completed 12/2006
  Associate Professor of Marketing
  Lamar University

Michael Richarme, UTA
  Marketing Ph.D. completed 5/2006
  Clinical Assistant Professor and Associate Director MSMR
  Marketing Analyst
  Decision Analysts, Arlington, TX

Ethan Christensen, UTA
  Marketing Ph.D. completed 8/ 2003
Assistant Professor of Marketing  
University of Minnesota, Duluth

Scott Wysong, UTA  
Marketing Ph.D. completed 5/2001  
Associate Professor of Marketing  
University of Dallas

Chien Le, UTA  
Marketing Ph.D. completed 7/1999  
Marketing Research Director  
Cingular Wireless, Southlake, Texas

David Ha, UTA  
Marketing Ph.D., completed 5/1998  
Associate Professor of Marketing  
Pusan University, South Korea

Gary Gregory, UTA  
Marketing Ph.D., completed 5/1997  
Associate Professor of Marketing  
University of New South Wales, Australia

Joneta D. Mosley-Matchett, UTA  
Marketing Ph.D., completed 5/1997  
Director of Marketing,  
Department of Tourism, Cayman Islands

Notis Pagiavlas, UTA  
Marketing Ph.D., completed 8/1996  
Associate Professor of Marketing  
Winston Salem State University  
Winston-Salem, NC

Karin Braunsberger, UTA  
Marketing Ph.D., completed 6/1996  
Professor of Marketing  
University of South Florida  
St. Petersburg, FL

Brian Buckler, UTA  
Marketing Ph.D., completed 6/1996  
Professor of Marketing  
Southwest Missouri State University
Dissertation Committee member for:

Melissa Bishop, UTA
  Marketing Ph.D. completed 5/2007
  Associate Professor of Marketing,
  University of New Hampshire

Samar Baqer, UTA
  Marketing Ph.D. completed 5/2007

Molly Alpert, UTA, M.S. Administration, completed 6/2003

Paula Daly, UTA
  Management Ph.D., completed 5/1997

Tammy Gebara, UTA
  MS Education, completed 12/1996

Rusty Juban, UTA
  Management Ph.D., completed 8/1996

Bruce Walters, UTA
  Management Ph.D., completed 8/1996

Michaelle Cameron, UTA
  Marketing Ph.D., completed 6/1996

Toni McNutt, UTA
  Ph.D. Marketing, completed 6/1995

James A. Walker, UTA
  Ph.D. Marketing, completed 8/1994

KENT STATE UNIVERSITY

Tenured Associate Professor of Marketing,
  Tenure approved with 1993-94 academic appointment.

Associate Professor of Marketing, July 1990 to May 1993

COURSES TAUGHT
Graduate Marketing:
Ph.D. Seminar in Marketing Theory
Ph.D. Seminar in Consumer Decision Making

Undergraduate Marketing:
Marketing Management
Personal Selling

**DOCTORAL COMMITTEES (Kent State University)**

_Chairperson for:_

Mark F. Toncar, Kent State University  
Ph.D. Marketing, completed 8/1994  
Associate Professor of Marketing  
Youngstown State University

Deborah Skinner, Kent State University  
Ph.D. Marketing, completed 8/1994  
Associate Professor of Marketing  
Butler University

Michael J. Tharp, Kent State University  
Ph.D. Marketing, completed 12/1994

Alan R. Miciak, Kent State University  
Ph.D. Marketing, completed 6/1993  
Dean, College of Business  
Duquesne University

Linda Ueltschy, Kent State University  
Ph.D. Marketing, completed 6/1993  
Associate Professor of International Business  
Bowling Green University

**THE UNIVERSITY OF DELAWARE**

Tenured Associate Professor Business Administration, May 1989 - July 1990

Assistant Professor of Business Administration, September 1983 - May 1989

**COURSES TAUGHT**

Graduate Courses:  
Marketing Administration (MBA)
Undergraduate Courses:
Marketing Management
Buyer Behavior
Advertising Management

RESEARCH

Research in Progress

Munch, James M., Swani, Kunal and Kendall Goodrich, “Marketing the University: Exploring the Use and Importance of Key Brand Builders”

Published Refereed Articles


CHAPTERS IN BOOKS

Antil, John H. and James M. Munch (1992), Chapter 6, "Drugstore Shoppers: Who Are They and What Do They Buy?" *Marketing Pharmaceutical Services: Patron Loyalty, Satisfaction, and Preferences*, Smith, Harry A. and Stephen Joel Coons (Eds.), Pharmaceutical Products Press (Imprint of the Hayworth Press), Binghamton, NY. Pages 71-98.* This chapter is a reprint of the journal article listed above.

EDITORIAL REVIEW BOARDS

*Journal of Marketing Theory and Practice*
Senior Advisory Board 2010 to present

*Journal of Innovative Marketing*
Senior Advisory Board 2009 to present

*Journal of Asia Pacific Studies*
Editorial Review Board 2007 to present

*Journal of Business Research*
Buyer Behavior Section, 1989 to present

*Psychology and Marketing*
Ad hoc Editor, July 1993 - December 1994
Consulting Editor, Second Term, Jan. 1997 to present

*Academy of Marketing Science Review*
Editorial Review Board Member 1998-2007

MANUSCRIPT REVIEWER

*Journal of Business Research*
Editorial Review Board Reviewer, 1988 to present

*Psychology and Marketing*
Editorial Review Board Reviewer, 1993 to present

*Journal of Advertising*
Ad Hoc Reviewer, 2004 to present

*Journal of Consumer Research*
Ad Hoc Reviewer, 1988 to 2005


*American Psychological Association*, Division 23, 1989
Midwest AIDS Proceedings, 1985
Southwestern Marketing Association Conference, 1994
Marketing and Public Policy Conference, 1994, 1995

GRANTS AND PROPOSALS

- NSF Grant (2015) “Collaborative Research: Retail Layout for Visual Experience,” with Professor Pratik Parikh, Associate Professor, College of Engineering and Computer Science, Wright State University, under review.
- Rike Foundation Grant to Explore Customer Insight and Choice in Virtual Retail Environments, with Kendall Goodrich, 2014-2015
- "The Super Bowl: An Investigation Into the Relationship Among Program Context, Emotional Experience, and Recall for Commercials,” 1986, University of Delaware College of Business and Economics Grant
- "Rhetorical Question Effects,” 1984, University of Delaware General University Research Grant

ACADEMIC SERVICE ACTIVITY

WRIGHT STATE UNIVERSITY

- Co-Chair, University Re-Branding Initiative, August 2013 - present
- RSCOB –College Dean’s Council
- Dean’s Executive Management and Strategic Planning Team: 2007- present
- College AACSB Assessment Team: 2007-present
- MBA Program Director 2013 to present
- University Graduate Programs Council 2013 - present
- College Graduate Programs Committee 2013 – present
- College MBA Committee 2013- present
- University Promotion and Tenure Hearing Panel: 2007-2008
- Chair, Faculty Recruiting, Marketing Department 2007-2008

UNIVERSITY OF TEXAS AT ARLINGTON

UTA UNIVERSITY LEVEL:

- University Hearing Panel: 2006
- University Program Review Committee, College of Liberal Arts, Department of Communications 2005-2006
- University Provost Review Committee, 2001, 2002
- University Faculty Senate, Second term: 1999-2001
- University Faculty Senate, First term: 1996-1998
UTA COLLEGE LEVEL:

- College Dean's Review Committee, 2004-2005
- College Ph.D. Committee, 1994-2006
- College Research Committee 1998-2005
- College Research Awards Committee 1998-2006
- College PhD Coordinator, Summer July-August 2002
- College Dean's Search Committee, 2000-2001
- College Teaching Excellence Committee 1998-2000
- College AACSB Teaching Excellence Committee 1993-1998
- Coordinator, College Ph.D. Colloquium, 1996, 1997

UTA DEPARTMENT LEVEL:

- Chair, Graduate Studies Committee 2003-2006
- Chair Marketing Department Faculty Recruiting 1995-6, 2003-4, 2005-6, 2006-7
- Chair, Promotion and Tenure Committee 2003-2006
- Marketing Department Graduate Studies Committee 1993-2006
- Marketing Department Promotion and Tenure Committee 1993-2006
- Acting Department Chairman, Marketing Department, summer 2002

KENT STATE UNIVERSITY

- College Strategic Planning Committee 1992, 1993
- College Ph.D. Committee 1993
- College Curriculum Committee 1991, 1992
- College Faculty Advisory Council 1990
- Marketing Faculty Recruiting Committee 1991

UNIVERSITY OF DELAWARE

- Deans’ Faculty Advisory and Planning Council 1989-1990
- Committee on Organization, College of Business 1989
- College Promotion and Tenure Committee 1989, 1990
- Marketing Faculty Committee Representative for Chair Search, Department of Business Administration 1988
- Chair, Marketing Area Faculty Recruiting, Department of Business Administration 1988
- Faculty Advisor to the Student Chapter of the American Marketing Association, University of Delaware 1986, 1987, (co-advisor) 1988, 1989
- University Freshman Honors Advising, University of Delaware Honors Program 1984, 1985, 1986
- MBA Committee, Department of Business Administration 1987
- Honors Committee, Department of Business Administration 1987
- Member of the Committee on Oversight, College of Business and Economics 1986, 1987
- Chairperson for the Establishment of and Fund Raising for the Jerome Scott Excellence in Marketing Graduation Award, Department of Business Administration 1985, 1986

**AWARDS, DISTINCTIONS AND MEMBERSHIPS**

**TEACHING:**

- Founder, Wright State Marketing Customer Insight Undergraduate Degree Program
- Selected for Who’s Who in Business Higher Education: multiple years
- Selected for Who’s Who among America’s Teachers: multiple years
- The University of Texas at Arlington, College of Business Administration Outstanding Undergraduate Teaching Award, 2002-2003

**RESEARCH:**

- Association of Marketing Theory and Practice: Best Paper in Track Award, 2002
- The University of Texas at Arlington, College of Business Administration Distinguished Professional Publication Award, 1998-1999
- McNair Minority Research Mentor Program, Sixth Place Award, University of Texas at Arlington, 1996.

**OTHER AWARDS:**

- Delta Sigma Pi Business Fraternity, Honorary Faculty Member
- Kent State University 1991.
- Beta Gamma Sigma, Honorary Business Society, Syracuse University 1975.
- The Mike Kinsella Student Activities Graduation Award Recipient, St. Bonaventure University 1973.
EDUCATION

UNIVERSITY OF MEMPHIS
Doctor of Philosophy in Marketing, August 2003
Minor: Management
Memphis, TN

VANDERBILT UNIVERSITY
Master of Business Administration, May 1994
Major: Marketing and Management Information Systems
Nashville, TN

LEMOYNE OWEN COLLEGE
Bachelor of Science, May 1992
Major: Computer Science
Minor: Mathematics
Memphis, TN

Journal Articles


**REFEREED PROCEEDINGS**


**CONFERENCE PRESENTATIONS**


Other Presentations

Did a UCIE Faculty brown bag seminar for University Center for International Education on my experiences on the Fall 2013 -Semester at Sea Voyage, March 12th 2014.

Gave a talk at the Bolinga Black Cultural Center with Professor Opolot Okia and the title of the talk was “Our turn to Eat, The March 2013 Presidential Elections in Kenya,” March 27th 2013.

I gave a Union Seminar: “Modern Europe and Immigration” (usually attended by over 200 members of the ship board community); September 9th 2013.

Academic Grants
Applied and was awarded the Carnegie African Diaspora Fellowship, 2016-2017 funding Cycle. This award is only given to African Immigrants and total grant will be over $10,000

Applied and was granted Professional Development Leave for the 2011-2012.

Wright State University – Dean's Summer Research Grant, June 2009 – August 2009

Wright State University – Dean’s Summer Research Grant, June 2007 – August 2007

Wright State University – Dean’s Summer Research Grant, June 2006 – August 2006


WSU, UCIE Grant: (Grant to explore research collaboration with faculty in Germany and to explore opportunity for study abroad program for our students).Grant: $1500, Awarded: Winter 2005.


WSU, Research and Sponsored Programs Grant: (Grant provided to explore collaboration with faculty in Kenyan University and to further develop video for ACR Submission), Grant: $1000, Awarded: Spring 2005, Research conducted: Summer 2005.


University of Memphis, Center for International Business, Dissertation Grant, “An Examination of Immigrant Acculturation in the United States,” $1500.

SERVICE TO THE DISCIPLINE

Session Chair, African International Business and Management Conference, Nairobi, Kenya, August 24th – August 26th 2010.

Co-Track Chair for the Cross-Cultural Integrated Marketing Communication Track for the 2010 Academy of Marketing Science Cultural Perspectives in Marketing Conference to be held in Lille, France July 22 - July 25; 2010.
Reviewed manuscript for the *Journal of Immigrant and Refugee Studies*, November 2009.


Reviewed manuscript for the *Journal of Asia-Pacific Business*, November 2008.

Reviewed two papers for *Latin American Association of Consumer Research Conference*, held in Sao Paulo, Brazil, July 2008.

Co-Chair for Integrated Marketing Communication Track for the 2008 *Academy of Marketing Science Cultural Perspectives in Marketing Conference* held in New Orleans, Louisiana, January 2008.

Reviewed two papers for the 2008 *Atlantic Marketing Association* – global marketing track. Served as Co-Chair for IMC Track for the 2008 *AMS Cultural Perspectives in Marketing Conference* held in New Orleans, Louisiana, January 2008.

Reviewed two papers for the *European Association of Consumer (EACR) Research*, held in Milan, Italy July 2007.

Session Chair, at the 2005 *SAM International Business Conference*, Las Vegas, April 3rd – 6th, 2005


Reviewer, Global Marketing Track of the 2005 *AMA Summer Marketing Educators’ Conference*.

Reviewer, Global and Cross-Cultural Track of the 2004 *AMA Summer Marketing Educators’ Conference*.

Reviewer, Consumer Behavior Track of the 2003 *Society for Marketing Advances Conference*.


**SERVICE TO THE UNIVERSITY**

1. WSU Branding Council 2016 – present
2. Ohio Department of Education – Tag and CLEP Committee 2016 - present
3. AMAWSU Marketing Club Faculty Advisor 2011 -2 016
4. ABBS Faculty Advisor 2013- present
5. Marketing Department Curriculum Committee, Member 2003 - present
6. Undergraduate Programs Committee, Member, Chair of the Committee, 201--- but member from 2006 - present
7. Undergraduate Assessment Committee, Member 2006 – present
8. Member of the Deans Assurance of Learning Committee 2010 – present
9. Awards, Scholarships and Honors Committee 2012 – present
11. Faculty Advisory Board Member for Work Smart Program -Social Work department.
12. Chair, Combined Community Campaign 2015-2015
13. Chair, Marketing Search Committee 2014-2015

TEACHING EXPERIENCE

Semester at Sea – Fall 2013 Voyage: (I received above average teaching evaluations)

I taught two sections of international business and one section of international marketing on the Fall 2013 Voyage. The program was run by the University of Virginia. The Fall voyage went to seventeen different countries in Europe, Africa and South America, over the course of four months.

WRIGHT STATE UNIVERSITY

Teaching Evaluation: consistently above 4.0 (above average) on a 5-pt scale

Associate Professor, Raj Soin College of Business, (September 2009 – present)
Assistant Professor, Raj Soin College of Business, (July 2003 – August 2009)

Graduate Courses

MBA 7600: Marketing Strategy MKT 7700: International Marketing

Undergraduate Courses

MKT 2500: Principles of Marketing MKT 3100: Consumer Behavior
MKT 3300: International Marketing MKT 3500: Market Research
MKT 3600: Retailing MKT 4900: Marketing Strategy

LAMBUTH UNIVERSITY

Teaching Evaluation: consistently above 4.0 (above average) on a 5-pt scale

International Marketing  Cross-Cultural Issues in Business
International Business  Consumer Behavior
Market Research  Retailing
Introduction to Business  Strategic Management
Organizational Behavior  Organizational Theory

UNIVERSITY OF MEMPHIS


Teaching Evaluation: consistently above 4.0 (above average) on a 5-pt scale

Fall 1995  Principles of Marketing
Spring 1996  Principles of Marketing
Spring 1997  International Marketing
Summer 1997  Market Research
Fall 1997  Consumer Behavior
Fall 1998  Intro to Business
Spring 1999  Sales Management
Spring 1999  Principles of Marketing

LEMOYNE OWEN COLLEGE

Adjunct Faculty, LeMoyne Owen College. (1996 - 1997).

Fall 1996  Strategic Management (Lifelong Learning and Excel Program)
Fall 1997  Strategic Management (Lifelong Learning and Excel Program)

OTHER WORK EXPERIENCE

Market Research Analyst, Message Factors, Memphis, TN, (Summer 1999)

- Conducted value analysis and customer satisfaction research for clients.
- Interpreted the research results and provided recommendations for clients.

Strategic Marketing Research Analyst Intern, Northern Telecom, Nortel, Nashville TN (Summer 1996)

- Evaluated current and future corporate strategies of major competitors.
- Conducted detail analysis of buying behavior and competitors’ share of sub-segments.
- Made recommendations for product positioning.
- Provided comprehensive summaries and charts depicting industry trends and projections of competitor’s potential next moves.
Systems Assistant Intern, Bankers Trust, Nashville, TN, (Summer 1994)

- Implemented inventory system and interfaced with 200 LAN and Wide area network users.
- Resolved user problems including LAN, Telecommunications and Voice Response Units.

Production Control Intern, Federal Express, Memphis, TN (1990)

- Assisted systems development group in identifying and analyzing production related problems using various operating systems: TSO, COS, IMS, CA-7.
- Coordinated production schedules with clients and computer operators.


- Assistant to the Programme Officer for the Asia Pacific Regional


- Assistant to Professor Jackson Kategile


- Administrative Assistant to the Secretary to the Autoparts Liaison Committee


- Personal Secretary to the National Organizing Secretary at KANU Headquarters

PROFESSIONAL AFFILIATIONS

The Ph.D. Project
Association of Consumer Research
American Marketing Association
Alpha Kappa Epsilon Alpha Chapter, International Business Honor Society, WSU
Inducted into the Phi Beta Delta Honor Society for International Scholars, Spring, 2008.
Inducted into the Beta Gamma Sigma Honor Society, Spring 2010
Kenya Scholars and Studies Association
Marketing Ethnic Faculty Association

Community Service
• **Member, Social Outreach Commission**, Incarnation Catholic Church, Dayton Ohio. Serve as a liaison to work with non-profit organizations as they solicit funding from the church. I was a liaison for the House of the People (a home that primarily serves Rwandese immigrants)

• **Community Service: Acculturation Volunteer**
  
  • I have served the Dayton community by working with Catholic Social Services as an “acculturation volunteer” with the Refugee Resettlement Program. To this end, I was trained as a volunteer and I attended several “new arrival” training workshops in order to see where my skills as an acculturation volunteer would best serve the non-profit organization. After completion of the training, I developed a series of five workshops on immigrant acculturation and adaptation for refugee women. The workshops were conducted weekly and lasted 2 to 3 hours. The topics and workshop dates are as shown. All of the workshops were held at the offices of Catholic Social Services in Downtown Dayton and one occasion at the home of one of the refugee women.
    
    • Workshop # 1: Women and Health  
    • Workshop # 2: Women and Children Related Issues  
    • Workshop # 3: Women, Education and Employment  
    • Workshop # 4: Women and Understanding U.S. Financial System  
    • Workshop # 5 Women and Empowerment

**Defense Institute and Security Assistance Management- DISAM**

• I regularly conduct training as a guest speaker at the Defense Institute of Security Assistance Management (DISAM) at the Wright Patterson Airforce Base, Dayton, Ohio. The presentations cover economic issues as well as cross-cultural issues in Africa.
POLA B. GUPTA, Ph.D. (Marketing)
(February 2017)

2234 Oakbrook Blvd.
Dayton, OH 45434
Tel: (937) 458-2002 (Home)
(937) 775-3046 (office)

Professor of Marketing
Department of Marketing
Raj Soin College of Business
Wright State University
Dayton, OH 45435

Education

State University of New York at Buffalo, Buffalo, New York.
Ph.D. in Marketing, 1988

State University of New York at Buffalo, Buffalo, New York.
M.B.A. in Marketing, 1985

S.V. University
B.S. in Electrical Engineering, 1972 (Ranked first in the college in Electrical Engineering)

Academic Positions

Fall 2007 – Present
Professor of Marketing (Tenured)
Raj Soin College of Business
Wright State University, Dayton, Ohio.

Fall 2004 – Fall 2007
Associate Professor of Marketing (Tenured)
Wright State University, Dayton, Ohio.

Fall 2002 - Fall 2004
Assistant Professor of Marketing
Wright State University, Dayton, Ohio.

Fall 1996 – Fall 2002
Associate Professor of Marketing (Tenured)
College of Business Administration
University of Northern Iowa, Cedar Falls, Iowa.

Fall 1991 - Spring 1996
Assistant Professor of Marketing
College of Business Administration
University of Northern Iowa, Cedar Falls, Iowa.

July 1988 - August 1991
Assistant Professor of Marketing
School of Business
Rutgers University, New Brunswick, New Jersey.

1985 – 1988 Graduate Instructor (Marketing), SUNY at Buffalo, Buffalo, NY.
BUSINESS EXPERIENCE

1981 – 1982  Deputy Manager  
Bokaro Steel Plant, India

1973 – 1981  Assistant Manager  
Bokaro Steel Plant, India

Teaching

Academic Awards and Honors:

1. Recipient of the 2017 Robert J. Kegerreis Distinguished Professor of Teaching (Note: Wright State University selects one faculty every year among 900 full time faculty. This award also comes with an annual stipend of $2,500 for 3 years)
2. Recipient of the 2015-2016 Outstanding Marketing Professor of the Year Award, Raj Soin College of Business, Wright State University.
3. Recipient of the 2014-2015 Outstanding Marketing Professor of the Year Award, Raj Soin College of Business, Wright State University.
4. Recipient of the 2012-2013 Outstanding Marketing Professor of the Year Award, Raj Soin College of Business, Wright State University.
5. Recipient of the 2011-2012 Outstanding Marketing Professor of the Year Award, Raj Soin College of Business, Wright State University.
6. Recipient of the 2010-2011 Outstanding Marketing Professor of the Year Award, Raj Soin College of Business, Wright State University.
7. Recipient of the 2008-2009 Outstanding Marketing Professor of the Year Award, Raj Soin College of Business, Wright State University.
8. Recipient of the 2007-2008 Outstanding Marketing Professor of the Year Award, Raj Soin College of Business, Wright State University.
10. Recipient of the 2006-2007 Outstanding Marketing Professor of the Year Award, Raj Soin College of Business, Wright State University.
11. Recipient of the Faculty Innovations in Teaching Award (2000), College of Business Administration, The University of Northern Iowa.
15. In an article published in the Journal of Advertising has identified me as one of the top twenty advertising scholars in the nation. I was ranked 18th among the most

**Foreign Teaching Experience and Study Abroad programs:**

- **Study Abroad Program (Summer 2015):** Took eight students from Wright State University to Japan as a part of the Japan Ambassador Program.
- **Germany:** Taught International Marketing at the University of Applied Sciences, Jena Paradies, Germany (2010).
- **India:** Taught International Marketing at the Indian Institute of Management, Bangalore, India.
- **Austria:** Taught Advertising at the University of Klagenfurt, Austria.
- **Russia:** Taught Principles of Marketing at the Moscow Linguistic University, Moscow, Russia.

**Courses Taught**

- Marketing Research
- Internet Marketing / E-Commerce
- International Marketing
- Marketing Strategy
- Marketing Management
- Product and Price Strategy
- Marketing Planning
- Principles of Marketing

**Professional Development Leave (Sabbatical): 2009-2010**

**Research**

**A. Articles in Refereed Journals:**


B. Manuscripts under review

(Under review at the Journal of Education for Business)

(Under review at the Journal of Advertising)

E. Work in Progress

(Data collection is completed.)


5. Gupta, Pola B. “Shoplifting: Consumers’ Attitudes and Implications for the Retailers.”


F. Research Grants

1997 Received a $57,000 grant from the Iowa Department of Transportation to work on the Access Management Project (with Dr. Paul Chao).

SERVICE

**Wright State University**

- Spring 2017-Present: Faculty Advisor for AMA-WSU Marketing Club
- Fall 2014 – Present: Graduate Program Committee (GPC)
- Fall 2012 – Fall 2014: Information Technology Committee
- Winter 2007 – Fall 2009 & Fall 2011 – Present: Faculty Advisor for the Marketing Internships
- Winter 2009 – Fall 2009: Faculty Executive Committee
- Fall 2008 – Winter 2009: Ad Hoc Dean’s Advisory Committee (To advise on the MBA Core Faculty group’s proposals)
- Fall 2007 – Fall 2008: Student Awards, Scholarships and Honors Committee
- Fall 1997- Fall 2007: **Faculty Advisor** for the WSU Chapter of the American Marketing Association
- Fall 2006: Member of the Search Committee for Marketing Department Chair
- Fall 2006: Member of the Search Committee for the IT Coordinator
- Fall 2006 – Fall 2007: RSCOB Information Technology Committee
- Fall 2003 – Winter 2009: Graduate Program Committee (GPC)
- Fall 2002- Present: Curriculum Committee, Marketing Department
- Winter 2005 – Fall 2009: Marketing Department Bylaws Committee
- Fall 2003 – Fall 2004: Parking Advisory and Appeals Committee
- Spring 2003 – Fall 2005: MBA Core Committee
- Fall 2002 – Fall 2003: Student Awards, Scholarships and Honors Committee
- Fall 2011 – Spring 2012: Co-Chair, Web Survey Software Committee (Ad Hoc) (Successfully implemented a university-wide solution for creating web surveys using Qualtrics)
- Fall 2012 – Present: Member, Web Survey Software Committee

**Other Services at Wright State University**

- Summer 2010-Spring 2012: Guided Heather Boyd’s undergraduate research project for which she obtained $4,500 research grant

**Professional Services**

- 2007-Present: Director of Marketing Educators’ Association
**Service at the University of Northern Iowa**

Spring 1995 – Fall 2002  
Web Master for the departments' web site  
(I am responsible for creating and maintaining our department web site.)

Fall 2001 – Fall 2002  
The CBA Faculty Council

Fall 2001 – Fall 2002  
CBA Admissions & Retention Subcommittee of the Faculty Council

Spring 97 - Fall 2002  
Member of CBA MBA Policy Committee

Spring 1999- Fall 2002  
CBA Faculty Research and Development Committee

Fall 1997- Fall 2002  
Member of CBA Technology and Telecommunications Committee

August 1991- Fall 2002  
Member of Graduate Faculty

Spring 1996- Fall 2002  
Member of Dept. Professional Assessment Committee

August 1996 - Fall 2002  
Library Liaison

Fall 1997- Fall 2002  
Member of Information Technology Services Committee

April 1995 - Fall 2002  
Member of Awards Competition Coordinating Committee

August 1995- Fall 2002  
Member of Honorary Degrees Committee

October 1995 - Fall 2002  
Member of Affirmative Action Council on Academic Affairs

Fall 1999-Fall 2001  
Chair of the CBA Faculty Research and Development Committee

Fall 1997-Fall 1999  
Member of Faculty Council

Spring 1997-Fall 1999  
Member of CBA Curriculum Committee

August 1996 – Fall 1998  
Department Curriculum Committee

August 1996 – August 1997  
Chair of Department Professional Assessment Committee (PAC)

August 1996 - Spring 1997  
Member of the Marketing Head Search Committee

January 1996 – Fall 1997  
Member of the ICN/Distance Education Task Force

October 1995 – Fall 1997  
Member of MBA Curriculum Revision Committee

September 1995 – Fall 1997  
Member of CBA Web Committee

September 1994 – Fall 1997  
Member of the Undergraduate Business Core Curriculum Continuous Improvement Committee

Fall 1993 – Fall 1998  
Member of the Departmental Outcomes Assessment Committee

Fall 1993  
Chair of the Search Committee for Faculty Recruitment

April 1992 - August 1995  
Member of General Education Committee

April 1992 - December 1992  
Member of Student Assessment Form Committee

April 1992 - December 1992  
Member of Oral Competency Committee

**Service at Rutgers University**
1988 - May 1991 Member of Teaching Evaluation and Improvement Committee
1986 - 1987 Member of Graduate Research Council
1988 - May 1991 Member of Computer Resources Coordination Committee
1988 - May 1991 Member of Rules and Procedures Committee
April 1989 Chaired and organized the All-Rutgers Marketing Conference

Other Services at UNI

Spring 1998 Designed several surveys (e.g., The MBA Outcome Assessment Survey, CBA Alumni Survey, Survey for the Students Abroad Program etc.)
Fall 1997- Fall 1998 Faculty Advisor for the American Marketing Association (Local chapter)
Fall 1995 Developed a new Marketing Department Brochure for use by the Public Relations Office at the University of Northern Iowa

Major Professional Activities

Spring 2008 – Present Board of Director, Marketing Educators’ Association
March 1991 - January 1994 Member of the Editorial Review Board at the Journal of Marketing. Reviewed several articles for this journal.

Community Service

Marketing Studies conducted for local businesses as class projects:

I conducted several large marketing research projects for local businesses with the help of students in my classes. The following is a sample of the projects completed. These projects involved focus groups, designing questionnaires, sampling, coding, data processing using the SPSS statistical software package, writing reports, and making oral
presentations to the clients. Given the nature of these projects, I had to spend countless hours outside the classroom.

1. A & E Powder Coating, Springfield, Ohio:
As class projects, we conducted two major studies for A& E Powder Coating. This project was selected for participation in the 2003 MBA Showcase event hosted by the Raj Soin College of Business. We presented our study findings and conclusions to the President of the company and submitted a 150-page report. According to the appreciation letter received from President of the company, our report will be used on a daily basis to help them in their growth and future success. The following are some major tasks accomplished by our study:

- Through surveys, explored the sales/marketing opportunities for marketing their proposed new product (pails imported from Mexico).
- Developed marketing and sales program for their existing powder coating business.

2. Adolescent Health & Wellness Center, Dayton, Ohio:
(A division of Combined Health District Montgomery County)
As class projects, we conducted an extensive study and accomplished the following tasks:

- Prepared a media exposure to recognize the 10-year anniversary of the Adolescent Wellness center.
- Identified the target market for a publicity campaign.
- Conducted patient satisfaction surveys.
- Developed new brochures to introduce prospective patients and their parents to the Health Center.

3. Wright State Music Department Study:

With the help of students in my Marketing Strategy classes, we conducted two major projects for the Wright State Music Department. We developed a detailed marketing plan to promote their music events and to increase number of music majors.

4. John Deery Motors: A marketing study (Cedar Falls, IA)
5. First State Bank: A marketing study (Cedar Falls, IA)
6. UNI Suzuki School: A marketing study (Cedar Falls, IA)
7. American Red Cross: A marketing study (Cedar Falls, IA)
8. KUNI Radio Station: A marketing study (Cedar Falls, IA)
9. University Inn: A marketing study (Cedar Falls, IA)
10. Cedar Falls Chamber of Commerce: A marketing study (Cedar Falls, IA)
11. UNI Health Services Department: A marketing study (Cedar Falls, IA)

Note: I received several appreciation letters from the above organizations.
Charles S. Gulas

Office:
Department of Marketing
Raj Soin College of Business
Wright State University
Dayton, OH 45435
(937) 775-2905
charles.gulas@wright.edu

Home:
2805 Pekin Road
Springboro, OH 45066
(937) 743-9621
csg_email@yahoo.com

Education

Ph.D. University of Massachusetts Amherst 1994
Amherst, MA 01003
Major Area: Marketing
Minor Area: Social Psychology
Dissertation:
The Effect of Ambient Scent on Consumer Behavior:
Implications for Retail Atmospherics

Honors and Awards
American Marketing Association Doctoral Consortium Fellow 1993
Member of Beta Gamma Sigma - National Business Honor Society
1993 Harold Hardy Scholarship Award
1992 Harold Hardy Scholarship Award

MBA Williamson School of Business - Youngstown State University 1986
Youngstown, OH 44555
Concentration: Marketing

BS Williamson School of Business - Youngstown State University 1984
Major: Marketing Management
Minor: Economics
Graduated Magna cum Laude

Honors and Awards
Dean's List - 4 years
Outstanding Senior in Marketing Award
Distinguished Student in Business Award
Served as graduate school representative to Student Government
Publications and Scholarship

Book Publications


Journal Publications

http://dx.doi.org/10.1080/02650487.2016.1186411


**Papers Published in Refereed Conference Proceedings**


Other Publications


Scholarly Reviews and Other Service to the Discipline
Guest Editor: Journal of Advertising - online curation - Humor in Advertising (2016)
Book Reviewer: Humor in the Workplace, Psychology Press (2014)
Member of the Editorial Board - Journal of Asia Pacific Business (2009-2012)
External Reviewer for promotion and tenure cases
University of New Hampshire (2014)
East Carolina University (2012)
East Carolina University (2010)
Skidmore College (2004)
External thesis examiner for a Ph.D. candidate at the University of New South Wales, Australia. (2010)
Reviewer - AMA Summer Educators’ Conference (2009)
Ad Hoc Reviewer – Marketing Theory (2003)

Teaching Experience and University Service

Wright State University - Raj Soin College of Business – Department of Marketing

Professor 2010-present
Associate Professor 2000/2010
Assistant Professor 1994/2000
Undergraduate courses taught: Entrepreneurship, Senior Projects in Marketing (capstone course), Advertising / Promotional Marketing /IMC, Internet Marketing, Marketing Management, Marketing Management Lab (communications), Marketing Strategy, Product Management, Independent Studies in Marketing, Honors Project in Marketing, Internship in Marketing


Directed student groups in developing advertising campaigns and marketing plans for local small businesses and not-for-profit organizations.

Off Campus Teaching
WSU MBA Program
Lake Campus, Celina, Ohio
WSU MBA Program
Rio Grande, Ohio
WSU MBA Program
Tortola, British Virgin Islands
WSU MBA Program
Mound Advanced Technology Center

Grants Received

Recent University and College Service (previous years similar)
2012-2013
Promotion and Tenure Committee (college) Member
Student Awards, Scholarships and Honors Committee (college) Alternate
Marketing faculty search committee (department) Member

Honors and Awards

| Raj Soin College of Business Award for Outstanding Faculty Scholarship | 2008-2009 |
| Gold Medal Winner – People’s Choice Award: Association for Consumer Research Film Festival | 2003 |
| Department of Marketing Co-Nominee for COBA Outstanding Teacher | 2000-01 |
| The Belinda A. Burns Faculty Scholarship Award | 1997-99 |
Other Teaching Experience and University Service

**University of Massachusetts Amherst**

*Graduate Instructor* 1993/94
Department of Marketing
Amherst, MA 01003
Taught undergraduate course: Buyer Behavior and Marketing Research.

**Clarion University of Pennsylvania**

*Full Time Instructor* 1989/90
Department of Marketing
Clarion, PA 16214
Taught undergraduate courses in: Principles of Marketing, Advertising, Industrial Marketing and Physical Distribution

University Service:
Advisor for Student Chapter of the American Marketing Association
Member of Library Committee
Undergraduate Student Advisor
Reader - Pittsburgh National Bank Essay Contest

**Youngstown State University - Williamson School of Business**

*Part-Time Instructor* 1989
Department of Marketing
Youngstown, OH 44555
Instructed course in Industrial Marketing.

*Teaching Assistant, (as an MBA student)* 1984/86
Department of Marketing
Youngstown, OH 44555
Instructed courses in Physical Distribution/Logistics and Industrial Marketing. Fully responsible for course design, instruction, and grading.

University Service:
Directed a Small Business Administration consulting panel in counseling a local small business.

**Industry Experience**

**Funny Business**
P.O. Box 5292; Poland, OH 44514
Sole Proprietor: 1988-90
In addition to management of the Funny Business Comedy Club in Liberty, OH, the company also provided comedy booking agency services for corporate functions, professional organizations, hotels, and other comedy clubs. The proprietor's responsibilities included: media buying (radio, newspaper, TV, and direct mail), copywriting, talent management, and customer service.

**Maidenform, Inc.**
90 Park Avenue, New York, NY 10016

*Key Account Representative:* Chicago, IL - Responsible for sales, new placements, and inventory control for accounts in Illinois, Iowa and Indiana. 1987/88

*Sales Representative:* Toledo, OH Responsible for sales, new placements, and inventory control for accounts in Northern Ohio and Eastern Michigan. 1986/87
Consulting Projects, Seminars Conducted, and Invited Presentations

Leeds School of Business – University of Colorado Boulder
Invited Presenter: “Humor in Advertising” 2014

BSUR – Amsterdam, the Netherlands
Consultant: Humor in Advertising 2010

Wright State University Athletics Council Lecture Series
Invited Presenter: “Humor in Advertising” 2008

Wright State University Friends of the Library Lecture Series
Invited Presenter: “Humor in Advertising” 2007

(r)evolution partners – Atlanta, GA
Consultant: Humor in Advertising 2007

A Fortune 1000 firm
Consultant: (a non-disclosure agreement prohibits the identification of the firm or the nature of the project) 2007

Wright State University
Conducted survey research in support of Enhancement of Teaching and Learning Grant “Pilot Geographic Expansion of Raj Soin College of Business Graduate Education” 2006

Better Business Bureau of Dayton/Miami Valley, Inc.
Conducted Seminar: Truth in Advertising 2005

Better Business Bureau of Dayton/Miami Valley, Inc.
Conducted Seminar: Truth in Advertising 2004

Wright Air & Space Center
Consultant: with Robert Premus and John Blair – Site Selection Study 2004

Otterbein Retirement Living Communities
Consultant: with Charles Schewe – Strategic Plan 2004

Mercer County – Grand Lake Economic Development
Conducted Seminar: Retail Competitive Strategies 2004

Center for Teaching and Learning – Wright State University
Invited Presenter: Writing for Publication: Suggestions from Successful WSU Faculty 2004

Raj Soin College of Business - Wartime Business and Economics Forum Series
Discussion Facilitator: Marketing, Consumer Behavior and Advertising: November 5, 2001; January 14, 2002; September 6, 2002 2001-2002

Better Business Bureau of Dayton/Miami Valley, Inc.
Conducted Seminar: Clear and Effective Advertising Techniques 1999

Miami Valley Ford Dealers Service Manager Meeting - Dayton, OH
Conducted Seminar: Customer Service and Relationship Marketing 1998

Better Business Bureau of Dayton/Miami Valley, Inc. – Dayton, OH
Conducted Seminar: Clear and Effective Advertising Techniques 1997

Dayton Metropolitan Housing Authority – Dayton, OH
Consultant: Developed an advertising and publicity strategy. 1995

Better Business Bureau of Dayton/Miami Valley, Inc. and Dayton Advertising Club Dayton, OH
Workshop Leader: Truth in Advertising, the DOs and DON'Ts 1995

Fairborn Rotary
Invited Presenter: "Retail Atmospherics: The Environment of Consumption" 1995

Professional Development

Consortium for Entrepreneurship Education
Awarded scholarship to attend annual conference Phoenix, AZ 2006

Direct Marketing Association
Awarded scholarship to attend DMA Professor's Institute – Chicago, IL 2000

Raj Soin College of Business Summer Professional Development Program
E-business / Internet Marketing Internship 2000
Trade Publications

External Service
Panelist: Community Chautauqua: Conserve or Consume? Sponsored by B-W Greenway 2004
Judge for the Better Business Bureau Eclipse Awards 1998
Assisted in the development of an advertising campaign for the Daybreak youth shelter 1996
Directed student teams in developing advertising campaigns and marketing plans for local small businesses and non-profit organizations 1994-present

Professional Affiliations and Board Memberships
<table>
<thead>
<tr>
<th>Organization</th>
<th>Position</th>
<th>Years</th>
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<tbody>
<tr>
<td>Church of the Incarnation, Centerville, Ohio</td>
<td>Cubmaster for Cub Scout Pack #530</td>
<td>2013-2015</td>
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<tr>
<td></td>
<td>Den Leader for Cub Scout Pack #530</td>
<td>2010-2015</td>
</tr>
<tr>
<td></td>
<td>President Emeritus of the Education Commission</td>
<td>2012-13</td>
</tr>
<tr>
<td></td>
<td>President of the Education Commission</td>
<td>2011-12</td>
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<tr>
<td></td>
<td>Member of the Education Commission and School Subcommittee Chair</td>
<td>2008-10</td>
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<tr>
<td>Valco Industries Inc., Springfield Ohio</td>
<td>Member of Board of Advisors</td>
<td>2009-2013</td>
</tr>
<tr>
<td>A &amp; E Powder Coating, Springfield Ohio</td>
<td>Member of Board of Advisors</td>
<td>2002-2013</td>
</tr>
<tr>
<td>Rural Land Alliance</td>
<td>President, Board of Trustees</td>
<td>2001 - 2007</td>
</tr>
<tr>
<td>Advertising Review Council (Dayton and Miami Valley)</td>
<td>Vice Chair</td>
<td>2003- 2006</td>
</tr>
<tr>
<td>Kettering Children's Choir</td>
<td>Member of the Board of Trustees and the Public Relations Subcommittee</td>
<td>1998 - 2000</td>
</tr>
<tr>
<td>Dayton Advertising Club</td>
<td>1996</td>
<td></td>
</tr>
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</table>
MS in Marketing Analytics & Insight (MAI) - Full Proposal  February 2018

| Member of Board of Directors and Chair of Scholarship Committee | 1997-99
| | 1994 - present
| Member of the American Academy of Advertising | 1992 - present
| Member of Dayton Chapter of the American Marketing Association | 1994 - 2011
| Member of the American Marketing Association | 1983 - 2011

Media Appearances

Quoted in, “Cable Fights for Customers”  
*Dayton Daily News*  
February 20, 2017

Interview: WHIO (CBS) Dayton, Ohio  
Topic: Super Bowl advertising  
February 4, 2016  
February 5, 2016

Interview: WQRT (FOX) Dayton, Ohio  
Topic: Super Bowl advertising  
February 6, 2012

Quoted in, “Residents Trying ‘Buy American’ Plan to Change Economy”  
*Dayton Daily News*  
April 13, 2010

Quoted in, “Von Maur to Shake Up Retail Market”  
*Dayton Business Journal*  
September 12, 2008  
p. 3

Quoted in, “Making a Name for Themselves: Young Entrepreneurs are Starting area Businesses While They’re Still in College”  
*Dayton Daily News*  
August 26, 2007  
p. C1

Quoted in, “Super Bowl Advertising Onslaught is Coming: WSU Professor Researches Humor in Advertising,”  
*Fairborn Daily Herald* also published in *The Dayton Weekly News*  
January 29, 2007  
Front Page

Quoted in, “Humorous TV ads Common in Super Bowl,”  
*Fairborn Daily Herald* also published in *Xenia Daily Gazette*  
February 4, 2006

Interview: WOSU radio, Columbus, OH  
Topic: Super Bowl advertising  
February 2, 2006

Interview: WMUB radio, Oxford, OH  
Topic: Humor in advertising  
February 2, 2006

Interview: Quoted in, “Unique Marketing Attracting Attention for Local Company” (marketing communications strategy)  
*Dayton Business Journal*  
December 16, 2005

Interview: Quoted in, “Sweet Success” (marketing strategy)  
*Dayton Business Journal*  
December 16, 2005

Interview: Quoted in, “Companies use Technology to Advance” (web and interactive marketing strategies)  
*Dayton Daily News*  
November 1, 2004  
p. D3

Interview: Quoted in, “Dayton Area Ranks 8th in Test Market Survey” (regional demographics)  
*Dayton Business Journal*  
October 29, 2004  
p. 4

Interview: Quoted in, “Tough Market” (regional brand competitive strategies)  
*Dayton Business Journal*  
May 21, 2004  
p. 1 +

Interview: Quoted in, “Steady Course” (business naming strategies)  
*Dayton Business Journal*  
April 9, 2004  
pp. 12-13

Interview: WMUB Radio Oxford, OH  
Topic - Humor in Super Bowl Advertising  
January 29, 2004

Interview: Quoted in, “Fifth Third to Appeal to Women to Get Loans,” (bank advertising campaign)  
*Dayton Daily News*  
December 31, 2003  
p. D1+

Interview: Quoted in, “Good Deal?” (going out of business sales)  
*Columbus Dispatch*  
December 20, 2003  
pp. B1-B2

Interview: Quoted in, “Ending with a Bang” (marketing of “Inventing Flight”)  
July 25, 2003
<table>
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<tr>
<th>Source</th>
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<tbody>
<tr>
<td></td>
<td>Dayton Daily News</td>
<td>p. 2</td>
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<tr>
<td>Interview: WYSO radio, Yellow Springs, OH</td>
<td>Topic - Patriotism in Advertising</td>
<td>July 4, 2002</td>
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<td>Interview: Quoted in, “MTC Changes Name to Soin International” (marketing effects of name change)</td>
<td>Dayton Business Journal</td>
<td>June 7, 2002</td>
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<td>Interview: Quoted in, “Reviving Kmart Not a Sure Thing” (retail competition)</td>
<td>Dayton Daily News</td>
<td>January 23, 2002</td>
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<td>Interview: Quoted in, “Salem Mall’s New Manager Only a Part-Timer: Experts Wonder If the Mall is on Its Way Out” (retail competition)</td>
<td>Business News</td>
<td>February 11, 2000</td>
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<td>Interview: WKEF Television Dayton, OH - News 22</td>
<td>Topic - Internet Marketing</td>
<td>February 3, 2000</td>
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<td>Interview: WKEF Television Dayton, OH - News 22</td>
<td>Topic - Retail Competition</td>
<td>December 21, 1997</td>
</tr>
<tr>
<td>Interview: WHIO Television Dayton, OH - NewsCenter at 5:00</td>
<td>Topic - As Seen on TV: Gadget Advertising</td>
<td>November 9, 1996</td>
</tr>
<tr>
<td>Guest: Cable Channel 5 Clarion, PA - Five Alive</td>
<td>Topic - Stand-Up Comedy and Marketing</td>
<td>October 25, 1989</td>
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</table>
## Appendix B: Proposed 4-Year Budget

### Budget for MS in MAI Program

<table>
<thead>
<tr>
<th></th>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
<th>Year 4</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Projected Enrollment</strong></td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Head-count full time</td>
<td>15</td>
<td>18</td>
<td>20</td>
<td>22</td>
</tr>
<tr>
<td>Head-count part time</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full Time Equivalent (FTE) enrollment</td>
<td>15</td>
<td>18</td>
<td>20</td>
<td>22</td>
</tr>
</tbody>
</table>

| **Projected Program Income** |        |        |        |        |
| Tuition (paid by student or sponsor) (assume 3% inc. in tuition each year) | $279,347 | $341,921 | $387,511 | $395,261 |
| Externally funded stipends, as applicable |        |        |        |        |
| Expected state subsidy | $41,357 | $93,054 | $155,091 | $182,662 |
| Other income (if applicable, describe in narrative section below) |        |        |        |        |

**TOTAL PROJECTED PROGRAM INCOME:**

|        | $320,704 | $434,975 | $542,601 | $577,923 |

| **Program Expenses** |        |        |        |        |
| New Personnel Students will join existing classes |        |        |        |        |
| Faculty (e.g. tenure-track, clinical, professional) |        |        |        |        |
| Full ____ |        |        |        |        |
| Part Time ____ |        |        |        |        |
| Non-instruction (indicate role(s) in narrative section below) |        |        |        |        |
| Full ____ |        |        |        |        |
| Part time ____ |        |        |        |        |
| **New facilities/building/pace renovation** | $32,620 | $32,620 | $32,620 | $32,620 |
| Tuition Scholarship Support | 0 | 0 | 0 | 0 |
| Stipend Support (if applicable, describe in narrative section below) | 0 | 0 | 0 | 0 |
| Additional library resources (if applicable, describe in narrative section below) | 0 | 0 | 0 | 0 |
| Additional technology or equipment needs (if applicable, describe in narrative section below) | 0 | 0 | 0 | 0 |
| Other expenses (e.g., waived tuition and fees, travel, office supplies, accreditation costs) direct and indirect expenses | $113,779 | $113,779 | $113,779 | $113,779 |

**TOTAL PROJECTED EXPENSE:**

|        | $146,399 | $146,399 | $146,399 | $146,399 |

**NET:**

|        | $174,305 | $288,576 | $396,202 | $431,524 |
Appendix C: PDP Comments from CCGS/OPU Reviewers and Wright State Response

Wright State thanks reviewers for their comments on the Program Development Plan (PDP) for the Master of Science in Marketing degree (now called Master of Science in Marketing Analytics & Insights degree). After careful consideration of each comment, our responses are summarized below and are addressed in more detail in the full proposal. Reviewer comments are in plain text and Wright State responses are in italics.

University of Akron

...after reading the proposal and coupling it with my own knowledge I can conclude that (1) there is a major opportunity in analytically driven marketing M.S. degrees and (2) the proposal is not fleshed out enough to know if it fits Wright State's current capabilities... Here are some of my concerns...

1. Is one faculty member in marketing analytics sufficient to make this program work?

   There are multiple faculty members with strong experience in marketing analytics in the Wright State Marketing department. Faculty backgrounds are summarized in Section 1: Academic Quality, Program Faculty. CVs are included in Appendix A. Four faculty have extensive academic or work experience with marketing analytics and have taught related classes. Others possess strong skills in marketing research, Web analytics, and other marketing topic courses (e.g., marketing strategy, consumer behavior, digital marketing, international marketing) in which we quantitative components are included.

   In order for the program to work I believe there needs to be a synergy between existing marketing courses and analytics. In my view this means that each of the topic area marketing courses should include analytic elements... Will the program achieve this as structured?

   Each of the topic area courses in the program include content and/or assignments with a quantitative component and build toward stronger data insights into the marketing domain. Descriptions of all courses in the program are included Section 1 (Academic Quality – Proposed Curriculum).

2. Are the entrance requirements for the program sufficient to attract students that can excel in conducting high level statistical analyses and produce strategic and tactical recommendations that flow from these analyses? A strong quantitative aptitude and strong critical thinking skills are required to excel in this area.

   Although we agree that strong quantitative aptitude and critical thinking skills are required to excel in this area, we believe that critical/applied thinking and marketing insights are becoming increasingly important. As mentioned in the PDP, “...user-friendly tools will enable people without extensive data knowledge to parse the information so as to secure meaningful value (CIO, 2016).” Thus, we do not necessarily aim to produce just data scientists, but also potential business leaders who know how to extract and communicate important marketing data and recommendations. We anticipate that the program’s combination of advanced marketing knowledge and applied data analysis projects will achieve this objective.

3. Should the marketing analytics program focus on one specific functional area? There are analytics related to customer relationship management, sales, digital marketing, etc. Given the large number of new
programs that are launched every year, would it potentially be wise to focus in one area to differentiate the program? Does faculty expertise lean in one direction?

Our faculty, if anything, leans toward digital marketing and retail commerce analytics. Faculty academic and business experience in this growing area is strong and could be a potential source of differentiation, along with the emphasis on real business data applications.

Our marketing faculty also have strong experience and credentials in real-world marketing and can deliver rich perspectives on the use of data. Thus, we prefer teaching a diverse set of marketing data applications, rather than focusing on specific functional areas. This way, our graduates can contribute knowledge of analytics in multiple functional areas. For example, our MKT 7800 Marketing Analytics course includes assignments related to: Market position, Margins and Profits, Promotion/Advertising, Web Analytics, Product and Portfolio Management, Customer Profitability, Pricing Strategy, and Sales Force Management.

4. Will you have the data and partnerships to produce the type of assignments and projects that fulfill the purpose of the program? This is critical. You note that you have partnerships in place. Are they enough for the long term? This is particularly critical for capstone experiences.

Yes, we already have several alliances with local companies, most of whom happen to also be on our Marketing Advisory board (e.g., Speedway, Reynolds & Reynolds, Scene 75, a local banking chain, and others. Some have already provided us with multiple sets of data. With data sets from these companies, as well as others with which our faculty and students are familiar, we expect to have sufficient bandwidth in this area.

5. Do you have a clear idea of the difference in the content between MKT 7950 and MKT 7970? Have syllabi been produced? Do the professors teaching this course have the background in strategy, consumer behavior and digital marketing to marry analytics with applied marketing problems in these areas?

Yes, the syllabi have been produced and the course descriptions are shown in Section 1 (Academic Quality, Proposed Curriculum). MKT 7950 focuses on learning and applying “big data” tools with multiple situations and applications. By this time, students should already have chosen the data set for the capstone (MKT 7970), allowing them to consider the best tools to utilize for MKT 7970. The primary professor targeted for these courses (Bin Li) has ten years of executive marketing and analytics experience and has a strong background in marketing strategy and consumer behavior from business, teaching and research. Although Bin Li is the primary professor targeted for these courses, other faculty are also capable teaching these courses.

…I think the bottom line is there is no question there is opportunity here. The question is the extent to which the resources are truly in place to fulfill its promise. They may be, but it is important to be sure. My biggest concern is whether existing content courses will fold into the analytics major without revisions that make them more analytically oriented.

All of our marketing faculty meet regularly to discuss our courses and their fit with our program. We have been incorporating quantitative material into our curriculum for over five years, foreseeing growing industry demand for these skills. Thus, all of the courses within the MS MAI program incorporate assignments involving quantitative/analytics skills, providing program continuity and progression. Furthermore, the Marketing Analytics course in the first semester provides an in-depth introduction to analytics and its applications. However, we think it is extremely important for students, some of whom might not come from intensive marketing backgrounds, to strengthen skills in areas like marketing
strategy and consumer behavior to be able more effectively to analyze data and make powerful recommendations.

BGSU

1. The proposal states that program applicants “should have significant business experience” in marketing, analytics, or related business areas in order to be accepted into the program. How much is “significant”? What happens if they do not have such experience? Are they automatically excluded from the program? If not, what then is the criteria for inclusion? Can (should) someone who just finished an undergraduate degree be admitted?

   Significant business experience means at least 2 years of applicable work experience. We have clarified this point in Section 1 (Academic Quality – Students). Students who do not have that type of experience would need to have exceptional skills and experience in other areas (e.g., stellar student, impactful/relevant internships, challenging undergraduate data-related projects, etc.) and would be admitted only by exception. We do not want to exclude rare exceptional students who might be able to add to the skill diversity in our class.

2. I am not clear on how MBA 7600 can/should be a prerequisite for entering the program. Does this course have any prerequisites? How would one take this course BEFORE entering the MS in Marketing program? Is this an absolute requirement, or can it be waived too? If it can be waived as a prerequisite, then is it really a requirement to get into the program?

   Thank you. Your point is well taken. We have relabeled MBA 7600 as a foundation course in the “Suggested Program Sequence for Full-Time Students” table in Section 1 (Academic Quality – Proposed Curriculum) so that it is not confused with a prerequisite. We consider MBA 7600 to be a foundational course for all enrollees to have a minimum level of academic marketing knowledge and the ability to apply marketing strategy to real business situations (local companies, case studies, etc.). The course is available in a totally online seven-week mode, so students can complete the course conveniently.

3. Apparently some (many?) of the courses in this Master’s program are currently given to undergraduates. The implication is that these courses will be cross-listed for graduate students to take, too. However, cross-listing an undergraduate class does not make it a graduate class or experience. What will they do to assure that the graduate level courses are truly master’s level courses?

   We do not plan to cross-list. We expect that the combination of enrollees from both the MS MAI program and our MBA program (especially from those with a Marketing concentration), will allow efficiently run classes for the MS MAI program.

   Our philosophy on cross-listing with undergraduate courses is that it should be 1) as infrequent as possible (e.g., new course or uncertain demand), and 2) if implemented, should include significant differences in projects and assignments across graduate and undergraduate levels.
Kent State

1. Market need for the proposed program and the distinctions or differences between the proposed program and other similar programs across the state;

…To the best of my knowledge, there are only two other master’s degree programs in Ohio: Ohio State and the University of Cincinnati. Thus, there is likely a need for another M.S. program in marketing in the state, given the trends indicated in the proposal.

We agree, especially a new program with a focus on marketing analysis and insight.

2. Opportunities for collaboration with the CCGS member’s own institution;

…KSU has a master’s program in business analytics, so there may be an opportunity for collaboration.

We would welcome opportunities for collaboration. As mentioned in Section 4 (Statewide Alternatives) of this Full Proposal, we are very interested in potential collaboration on courses or content to address areas of curricular need of other universities or Wright State, especially via online course delivery.

3. Concerns with substantive elements of the proposed degree program; and

I believe the proposed program has the following advantages:

- There is a need for the program.
- The program seem like it would be well-staffed.
- The curricular elements are appropriate for the stated objectives.
- The program has a hands-on capstone project.
- The governance structure for the program is good.

I have the following questions:

- The program sounds rigorous, but the admissions requirements are lenient. I would wonder if admitted students would struggle with the material.
  - The material in the MS MAI program is heavily focused on applying marketing information and data to real-world situations. Yes, this can be rigorous, but we also expect the trend toward democratization of data to continue. We will work to provide the most user-friendly tools to our students, so that they don’t necessarily have to be a data scientists to succeed. Instead, they should come out of the program knowing how to extract and evaluate relevant data for making effective business decisions.
- Admitted students are to have “significant business experience.” I would like to have a better idea of how this is defined
  - We aim for at least 2 years of relevant business experience (see BGSU q. 1 above)

4. Suggestions that might help the submitting institution strengthen the proposal or refine its focus.

I believe it is important to position the M.S. program as being significantly different from an MBA program. Specifically, I think it is important to stress that the breadth and depth of marketing related material covered is far greater than what can be covered with an MBA with a concentration in marketing.
Thank you. That is very helpful. As shown in the proposal (see Academic Quality -- Proposed Curriculum and Course Description sections), the program is more extensive and in-depth than a typical MBA. We plan to emphasize the extent of marketing knowledge to be gained from the MS MAI in the program’s promotional material. We understand that some students will favor a more broad MBA business degree, for which a concentration might make sense. However, we also feel that there is strong demand for more intensive marketing knowledge and experience.

Ohio State

There is a market for this program, but it does not conflict with anything we presently offer. We have no other concerns related to the Wright State proposal.

Thank you.

Ohio University

The PDP from Wright State to establish an M.S. in Marketing is thoughtful and well written. However, the proposal could be improved with additional clarification.

1. Market need for the proposed program and distinction or differences between the proposed program and other similar programs across the state.

As compared to general MBA programs, there is a growing need for specialized study graduate programs in Marketing. The PDP identifies several sources that support this including a growing demand for marketing analytics competencies and other advanced marketing skills. The integrated learning experience description also underlines the distinction of the proposed program.

However, the PDP does not fully articulate two issues:

a. Learning goals and Competencies. The PDP does not fully articulate specific learning goals for the program nor does it fully articulate competencies student will master through the program. Additional information about both would be helpful.

This Full Proposal includes an overall program description and specific learning goals, found in Section 1 (Academic Quality – Proposed Curriculum).

b. Distinctiveness. The PDP does not explain the difference or distinctiveness of the program as compared to other similar programs across the state – e.g., MS in Marketing from the University of Cincinnati or the Graduate Certificate in Marketing Analytics from Cleveland State University.

The Wright State MS MAI is a full graduate degree program emphasizing marketing analysis and insights, unlike the Cleveland State certificate program. Related graduate degree programs in the state either focus on marketing (e.g., UC) or business analytics (e.g. Kent State, UC). The University of Cincinnati MS in Marketing program is a more general marketing degree, whereas the UC’s and KSU’s MS in Business Analytics degrees do not focus on marketing analytics and insights, as does Wright State’s MS MAI.
A comparison matrix of graduate marketing or business analytics programs at Ohio Public Universities is found in Section 4 (Statewide Alternatives) of this proposal.

2. Opportunities for collaboration with the CCGS member’s own institutions

Given the campus location, there could potentially be opportunities for collaboration with Universities with geographic proximity. However, the PDP does not provide information about potential collaboration with other Universities nor does it describe the need for the program by comparing the proposed program to similar programs in the State of Ohio.

As mentioned in Section 4 (Statewide Alternatives) of this Full Proposal, we are very interested in potential collaboration on courses or content to address areas of curricular need at other universities or at Wright State. We especially think that online courses have the greatest potential for collaboration. A comparison matrix of graduate marketing or business analytics programs at Ohio Public Universities is also found in Section 4 of this proposal.

3. Concerns with the substantive elements of the proposed program

First, the PDP and curriculum content emphasizes marketing analytics. However, the program title “MS MAI” may suggest a broader curriculum content. As examples, the program does not appear to include sales (e.g., professional selling, sales management, sales technologies, etc.), supply chain / channels, integrated marketing communications, pricing, or ethics. It is possible that these topics are addressed within the existing courses, yet lack of course descriptions leave this as an open question. As an MS MAI program, these may be a considerable knowledge and skill gaps unless addressed within courses.

Your comments are very helpful. Although sales, supply chain, integrated marketing communications, pricing and ethics are all covered in other courses in the program (e.g., MBA 7600, MKT 7050), it is accurate to say that the program emphasizes marketing data insights. Therefore, we have renamed the degree MS in Marketing Analytics & Insights (MAI) to better reflect the focus of the curriculum. We believe the current courses build toward the learning goals identified for the program. However, there is flexibility for students to choose two electives to strengthen areas which they feel are most useful for their career goals.

Second, the PDP states that courses have already been taught at the MBA or undergraduate level except for the capstone course. Furthermore, the PDP states that some of the courses will be cross-listed with existing undergraduate marketing courses using advanced projects for master’s students. Which courses will be graduate only and which courses will be cross-listed with undergraduate courses? What are the differences in learning goals and outcomes between undergraduate and graduate courses that are cross-listed?

As mentioned in earlier comments, we do not plan to cross-list courses. We expect that the combination of enrollees from both the MS MAI program and our MBA program (especially from those with a Marketing concentration), will allow efficiently run classes for the MS MAI program.

Our philosophy on cross-listing with undergraduate courses is that it should be 1) as infrequent as possible (e.g., new course or uncertain demand), and 2) if implemented, should include significant differences projects and assignments across graduate and undergraduate levels.

Third, the PDP states that there are no projected needs for additional faculty or facilities for the first four years. It is not clear that the current capacity would be enough to cover increased enrollment in both
graduate and undergraduate courses. Does this mean that the University now has excess capacity that will be used to cover increased enrollment (estimated to be 15, 18, 20, and 22)? If not, then there should be a budget and clear plan to hire faculty to address increased enrollments.

We are confident that we can deliver this program with existing resources (see Section 1, Academic Quality – Program Faculty). One of the benefits of this MS MAI program is that average class enrollment for existing marketing classes is expected to increase, with little or no increase in the number of classes, and our newer analytics courses are expected to benefit from supplemental enrollment by students from our growing MBA program.

Fourth, Wright State is an AACSB accredited University. AACSB standards (Standard 9: Curriculum Content) for specialized business master’s degree programs typically include general skill areas – leading, managing in a diverse global context, thinking creatively, making sound decisions, and integrating knowledge across fields – as well as specialized skill areas. Curriculum content from an AACSB accreditation perspective is not fully developed.

The curriculum already covers the essential areas outlined by AACSB, especially in the earlier courses of the program. The general skill areas outlined by AACSB and applicable courses are listed in Section 1 (Academic Quality – Assessment of Academic Quality).

4. Suggestions that might help the submitting institution strengthen the proposal or refine its focus.

Suggestions are:

a. Articulate specific learning goals and competencies
See Section 1 (Academic Quality – Proposed Curriculum).

b. Compare the proposed program to similar programs and identify points of parity and points of difference
See Section 4 (Statewide Alternatives)

c. Add course descriptions
See Section 1 (Academic Quality – Proposed Curriculum)

d. Specify cross-listed courses and distinctions between undergraduate and graduate learning goals within cross-listed courses

There are no courses in the MS MAI program that are formally cross-listed. As mentioned earlier we do not plan to cross-list at the outset of the program. We expect that the combination of enrollees from both the MS MAI program and our MBA program (especially from those with a Marketing concentration), will allow efficiently run classes for the MS MAI program.
Youngstown State

Our reviewers expressed a couple of major concerns:
1) it is presented as an MS in Marketing but appears to be a program in analytics. Further, none of us are clear how the proposed new courses MKT 7820 & 7950 are substantially different from the current course MKT 7800

See course descriptions in Section 1 (Academic Quality - Proposed Curriculum). MKT 7800 is an introductory marketing analytics course, MKT 7820 focuses on relatively easy-to-use tools and applications (e.g., Excel, SPSS), and MKT 7950 focuses on Big Data tools and applications.

2) We’re not sure the proposed faculty have the necessary qualifications for teaching analytics.

We’re not suggesting that they can’t pull this off, but the proposal lacks two crucial components:
1) a clear idea of what each course - existing and proposed - will cover, and

2) some indication of the proposed faculty's expertise.

See Section 1 (Academic Quality – Program Faculty). We are confident we have the expertise to effectively deliver this program.
References


Academic Program Financial Analysis

DESCRIPTION: A program that generally prepares individuals to undertake and manage the process of developing consumer audiences and moving products from producers to consumers. Includes instruction in buyer behavior and dynamics, principles of marketing research, demand analysis, cost-volume-profit and pricing relationships, marketing theory, marketing campaigns and strategic planning, market segments, advertising methods, sales operations and management, consumer relations, retailing, and applications to specific products and markets.

Wright State University
$341,921 $182,662 4,141 20 18.0 2015-16 Graduate Course Completion Rate (ADS data- Marketing)

18.0 2015-16 Graduate Course Completion Rate (ADS data- Marketing)

$4,141 $30 0% $80,500 0.0 $309,532 40.0 0% 97.2%

$660 $7,893 97.2%

Full Time Faculty Cost (Including benefits)

Estimated average credits per Part-Time Student per year:

#1-MKT MS-TEMPLATE v4c RSCB 3rd Yr

$85,729 $219,096

Other Expense

Faculty Direct Expense from Kendall Goodrich/Tom Traynor:

Estimated Average SSI Received per Bachelor Business Degree Awarded:

$4,141 0% $660 0.0

Subject Code (CIP):

Degrees Awarded

Costs & Rates for marketing campaigns and strategic planning, market segments, advertising methods, sales operations and management, consumer relations, retailing, and applications to specific products

Subject Field:

Faculty Direct Expense from Kendall Goodrich/Tom Traynor:

$7,438 20.0

1st to 2nd Year Retention

Estimated per Credit Hour Rate I&G Tuition per Term - Main Campus 2018-19

Initial Flat Rate I&G Tuition per Term - Main Campus 2018-19

2% Annual Tuition Increase

$542,601 $395,261 40.0 18.8 18.8

(8.7

Full Degree Awarded:

Total Part Time Credit Hours

6,496

3yr Avg. Credits Awarded

Total SSI Received - Course Completion

$93,054 20 2024-25

97.2%

Cohort 1

Estimated Average credits per Part-Time Student per year:

0% 2nd to 3rd Year Retention

2024-25

$47,520

Operational Expenses

$82,740 5%

Projected Part Time I&G Fees

Project:

$120,017 $618,017

Projected Part Time I&G Fees

3rd Yr - WSU

52.1401

Cohort 1

Cohort 2

Cohort 3

Cohort 4

Cohort 5

Initial cohort - Full Time Headcount

Initial cohort - Full Time Headcount

Cohort 2 - FT Headcount

Cohort 2 - FT Headcount

Cohort 4 - FT Headcount

Cohort 4 - FT Headcount

Cohort 5 - FT Headcount

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2025-26

$7,438 20.0

2% Annual Tuition Increase

Operational Expenses from Kendall Goodrich/Tom Traynor (7/07/17):

for Printing & Copying, Postage & Freight, Office Supplies, Marketing, and Stipend Expense (to support additional faculty/staff dedicated to program promotion & management) and Other (contingency) Expenses.

$318,017 $618,017 $219,096

2% Annual Tuition Increase

Faculty Direct Expense from Kendall Goodrich/Tom Traynor:

Expense for faculty overheads (4 classes per year ($57,900 + $1,155 benefits per class)

Note: #4 but 4 classes in this program are either cross-listed with MBA courses or UG courses.

#1-MKT MS-TEMPLATE v4c RSCB
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