

MARGARET C. CAMPBELL, Ph.D.

Leeds School of Business
419 UCB
University of Colorado at Boulder
Boulder, CO 80309-0419
(303) 735-6305 / (303) 492-5962 fax / meg.campbell@colorado.edu

EDUCATION

| | |
|---|---|
| Ph.D., Business | Stanford University, 1992 |
| A.B., Psychology & Economics With Honors and Distinction Phi Beta Kappa, 1984 | Stanford University, 1985 Stanford Abroad, Tours, France, 1983 |

ACADEMIC POSITIONS

| | |
|--|----------------|
| Associate Professor of Marketing Leeds School of Business University of Colorado at Boulder, Boulder, CO | 2004 – present |
| Visiting Professor of Marketing INSEAD, Fontainebleau, France | 2007 |
| Assistant Professor of Marketing Leeds School of Business University of Colorado at Boulder, Boulder, CO | 2000 - 2004 |
| Assistant Professor of Marketing Anderson Graduate School of Management UCLA, Los Angeles, CA | 1991 - 2000 |

HONORS & AWARDS

Association for Consumer Research Transformative Consumer Research Grant, 2011
AMA/Sheth Doctoral Consortium Faculty, 2010
Leeds School - Sterling-Rice Research Grant, 2010, 2011

Leeds School Learning and Teaching Excellence Grant Teaching Pod, 2010-11
Association for Consumer Research North American Conference Co-chair, 2009
Frascona Teaching Excellence Award Nominee, 2009
Association for Consumer Research Doctoral Symposium Co-chair, 2008
Outstanding Reviewer Award, *Journal of Consumer Research*, 2006
Fulbright Award Nominee, 2006
ACR Doctoral Symposium Faculty, 2004
Best Paper Award, "Brand Familiarity and the Onset of Advertising Wearout," with Kevin Lane Keller, International Research Seminar on Marketing Communications and Consumer Behavior, The La Londe Seminar, France, 2001
Highly Commended Award, "Why Did You Do That?: The Importance of Inferred Motive in Perceptions of Price Fairness," *The Journal of Product & Brand Management: Pricing Strategy & Practice*, Literati Club, 2000
UCLA Faculty Career Development Award, 1995
Visiting Professor Program Award, Advertising Education Foundation, 1994
UCLA Academic Senate Grant for Research, 1991, 1992, 1993, 1994, 1995, 1996, 1997, 1998, 1999
American Academy of Advertising Research Fellowship, 1991
American Marketing Association Doctoral Consortium Fellow, 1990
Stanford Graduate School of Business Merit Scholar, 1988
Phi Beta Kappa, initiated 1984

PUBLICATIONS

Refereed Journal Articles

Jhang, Ji Hoon, Susan Jung Grant, and Margaret C. Campbell (forthcoming April 2012), "Get it? Got it. Good! Enhancing New Product Acceptance by Facilitating Resolution of Extreme Incongruity," *Journal of Marketing Research*.

Campbell, Margaret C. and Gina S. Mohr (2011), "Seeing is Eating: How and When Activation of a Negative Stereotype Increases Stereotype-Conducive Behavior," *Journal of Consumer Research*, 38 (October), 431-444.

Van Boven, Leaf, Margaret C. Campbell, and Thomas Gilovich (2010), "Stigmatizing Materialism: On Stereotypes and Impressions of Materialistic and Experiential Pursuits," *Personality and Social Psychology Bulletin*, 36(4,) 551-563.

Campbell, Margaret C. (2007), "Who Says?: How the Source of Price Information and the Direction of Price Change Influence Perceptions of Price Fairness," *Journal of Marketing Research*, (May), 261-271.

- Van Osselaer, Stijn M. J., Suresh Ramanathan, Margaret C. Campbell, et al., (2005), "Choice Based on Goals," *Marketing Letters*, 335-346.
- Kirmani, Amna, and Margaret C. Campbell (2004), "Persuasion Sentry and Goal Seeker: How Consumer Targets Respond to Interpersonal Marketing Persuasion," *Journal of Consumer Research* (December), 573-582.
- Campbell, Margaret C. and Kevin Lane Keller (2003), "Brand Familiarity and Advertising Repetition Effects," *Journal of Consumer Research*, 30 (September), 292-304.
- Campbell, Margaret C., and Ronald C. Goodstein (2001), "The Moderating Effect of Perceived Risk on Consumers' Evaluations of Product Incongruity: Preference for the Norm," *Journal of Consumer Research*, 28 (December), 439-449.
- Campbell, Margaret C., and Amna Kirmani (2000), "Consumers' Use of Persuasion Knowledge: The Effects of Accessibility and Cognitive Capacity on Perceptions of an Influence Agent," *Journal of Consumer Research*, 27 (June), 69-83.
- Campbell, Margaret C. (1999), "Perceptions of Price Unfairness: Antecedents and Consequences," *Journal of Marketing Research*, 36 (May), 187-199.
- Campbell, Margaret C. (1999), "Why Did You Do That?: The Important Role of Inferred Motive in Perceptions of Price Fairness," *Journal of Product & Brand Management featuring Pricing Strategy & Practice*, 8 (2), 145-152. **Highly Commended Award.**
- Campbell, Margaret C. (1995), "When Attention-Getting Tactics Elicit Consumer Inferences of Manipulative Intent: The Importance of Balancing Benefits and Investments," *Journal of Consumer Psychology*, 4 (3), 225-254.

Book Chapters

- Kirmani, Amna and Margaret C. Campbell, "Taking the Consumers' Perspective: The Persuasion Knowledge Model," (2009), in *Frontiers in Social Psychology*, ed. Michaela Wanke, Psychology Press.
- Campbell, Margaret C. and Amna Kirmani, "I Know What You're Doing and Why You're Doing It: The Use of the Persuasion Knowledge Model in Consumer Research," (2008), *The Handbook of Consumer Psychology*, in Curtis P. Haugtvedt, Paul Herr, and Frank Kardes, (eds.), Lawrence Erlbaum, NJ, pp. 549-571.

Refereed Proceedings

Warren, Caleb and Margaret C. Campbell (2011), "What Makes Things Cool? How Autonomy Influences Perceptions of Coolness," in Darren Dahl, Gita Johar, and Stijn van Ossleer (eds.), *Advances in Consumer Research*, Vol. Xx.

Campbell, Margaret C., Gina S. Mohr and Peeter Verlegh, "Examining Effects of Product Placement and Sponsorship Disclosure: A Flexible Correction Approach," in *Proceedings of the 34th International La Londe Research Conference in Marketing*, Aix-en-Provence: IAE Aix Graduate School of Management.

Campbell, Margaret C. and Kevin Lane Keller (2001), "Brand Familiarity and the Onset of Advertising Wearout," in *Proceedings of the Fourth International Research Seminar on Marketing Communications and Consumer Behavior*, eds. C. Derbaix, L. Kahle, D. Merunka, A. Strazzieri, 101-110. **Best Paper Award.**

Campbell, Margaret C. and Amna Kirmani, (1999) "Implicit Theories about Influence Agents: Factors that Affect the Activation and Correction of Persuasion Stereotypes," in *Society for Consumer Psychology 1999 Winter Conference Proceedings*, eds. M. Viswanathan, L. Compeau, and M. Hastak, 48-50 (session summary).

Campbell, Margaret C. and Ronald C. Goodstein (1997), "The Moderating Effect of Risk on Evaluations of Moderately Incongruent Stimuli," in *Society for Consumer Psychology 1997 Winter Conference Proceedings*, eds. C. Pechmann and S. Ratneshwar, 81-84.

Campbell, Margaret C. and Jennifer L. Aaker (1996), "The Role of Role in Consumers' Responses to Advertising, Sales, and Service Interactions," in Kim P. Corfman and John G. Lynch, Jr. (eds.) *Advances in Consumer Research*, Vol. 23, 157 (session summary).

Campbell, Margaret C. and Jaideep Sengupta (1994), "Comparative Advertising: The Moderating Effects of Involvement and Market Share," in *Marketing Theory and Applications*, AMA Winter Educators' Conference Proceedings, eds. C. Whan Park and Daniel C. Smith, Vol. 5, 292-296.

Books

Campbell, Margaret C., J. Jeffrey Iman, and Rik Pieters (Eds.) (2010), *Advances in Consumer Research*, Volume 27. Duluth, MN: Association for Consumer Research.

Article for Executives

Campbell, Margaret C. (2002), "Building Brand Equity," *International Journal of Medical Marketing*, (May), 208-218.

Other

Campbell, Margaret C., (forthcoming), "Commentary," in *Legends in Marketing: Kent B. Monroe*, Vol. 4.

Contributor: *Dictionary of Marketing Terms* (1995), ed. Peter D. Bennett, Chicago: American Marketing Association.

WORKING PAPERS

Warren, Caleb and Margaret C. Campbell "What Makes Things Cool? The Role of Bounded Autonomy," preparing for resubmission.

Margaret C. Campbell and Caleb Warren, "A Risk of Meaning Transfer: Are Negative Associations More Likely to Transfer than Positive Associations?" under review.

Margaret C. Campbell, Gina S. Mohr, and Peeter W.J. Verlegh, "Can Disclosures Lead Consumers to Avoid Surreptitious Persuasion? The Important Roles of Disclosure Timing and Type of Response," under review.

Research In Progress

Campbell, Margaret C., Kenneth Manning, Bridget Leonard, and Hannah Manning, "Effect of Character Weight and Health Knowledge on Children's Eating," final editing for submission.

Campbell, Margaret C. and Caleb Warren, "Goal Monitoring: Does One Step Forward Seem Larger than One Step Back?" working paper.

Campbell, Margaret C., Eric Hughson, Gitit Gershgoren, and Eva Ziemkiewicz, "Touchdown or Fumble? An Event Study Analysis of Super Bowl Advertising," preparing for submission.

The Negative Impact of Coupon Restrictions, with Ayelet Gneezy. Data collection in process.

"The Role of Perceptions of Harm in Perceptions of Price Unfairness," (three studies completed).

ACADEMIC PRESENTATIONS

Invited Talks

“Seeing is Eating: How and When Stereotype Exposure Increases Stereotype-conductive Behavior,” and “How to Increase Acceptance of Extremely Incongruent New Products,” Washington State University, invited visiting scholar, April 2011.

“Get it? Got it. Good! How to Increase Acceptance of Extremely Incongruent New Products,” Bocconi University, STAR Seminar speaker, March 2011.

“Seeing is Eating: How and When Stereotype Exposure Increase Stereotype-conductive Behavior,” University of Washington Foster School of Business, invited speaker, November 2010.

“Categorization Research in Consumer Behavior,” invited speaker, Foster School of Business PhD Seminar, November 2010.

“Recent Research on Effects of Stereotypes,” Tilburg University, invited speaker, September 2010.

“Seeing is Eating: How and When Exposure to Overweight Others Leads to Increased Eating,” 2010 Marketing and Public Policy Research Workshop, invited workshop faculty, May 2010.

“Who You See is How You Eat: The Influence of Stereotype Activation on Unwanted Instrumental Behavior,” Robert J. Trulaske, Sr. College of Business, University of Missouri, invited speaker, April 2010.

“Seeing is Eating: How and When Activation of a Negative Stereotype Increases Instrumental Behavior,” invited speaker, The Rady School, UCSD, March 2010.

“Seeing is Eating: Effects of an Overweight Prime on Instrumental Behavior,” Richard Ivey School of Business, The University of Western Ontario, invited speaker, April 2009.

“Seeing is Eating: The Influence of an Overweight Prime on Eating Behavior,” University of Alberta, invited speaker, 2008 Marketing Retreat, Edmonton, Canada, May 2008.

Ph.D. Symposium, Invited speaker and panel discussant, “You Can’t Have it All...At Least not All at the Same Time,” Association for Consumer Research Conference, Memphis, TN, October 2007.

“Factors that Influence Perceptions of Price Fairness,” HEC Paris, France, March 2007.

“The Roles of Source and Affect on Perceptions of Price Fairness,” University of Tilburg, Tilburg, Netherlands, March 2007.

“The Roles of Source and Affect on Perceptions of Price Fairness,” INSEAD, Fontainebleau, France, February 2007.

“Says Who? The Roles of Source and Affect in Perceptions of Price Fairness,” Edwin E. & June Woldt Cone Distinguished Speaker, University of Oregon, November 2006.

“Interpretations of Price Increases: Benefit of the Doubt or Betrayal?,” University of Illinois Pricing Camp, May 2005.

“Who Says? Effects of Source and Price Change on Perceptions of Price Fairness,” University of Chicago, GSB, March 2004.

“Says Who?: The Roles of Source & Affect in Consumers’ Perceptions of Price Fairness,” Rotterdam School of Management, December 2004.

“Persuadee or Persuader? A Target-Centered Framework of Persuasion Response,” Tuck School of Business, Dartmouth College, May 2003.

“Exploring the Relationship between Price and Perceived (Un)Fairness,” with Dipankar Chakravarti, University of Illinois Pricing Camp, May 2003.

“Self Awareness and Regulation,” invited discussant, Association for Consumer Research Conference, Atlanta, GA, October 2002.

Ph.D. Symposium, Invited speaker and session chair, Association for Consumer Research Conference, Austin, TX, October 2001.

“Advertising Effectiveness: New vs. Established Brands,” San Diego State University, November 1999.

“Use of Persuasion Knowledge: What, Who and When,” University of Colorado at Boulder, October 1999.

“How Who You Are Affects What You Think,” University of Miami, June 1999.

“Persuasion is in the Eye of the Beholder,” UCLA Marketing Camp, Santa Monica, CA, January 1999.

“Brand Maturity and the Effectiveness of Advertising Tactics,” American Marketing Association Summer Educators’ Conference, Boston, MA, August 1998.

“Advertising Effectiveness for Mature Brands,” Marketing Science Institute Conference on Leveraging and Growing Mature Brands, Chicago, IL, December 1997.

“Important Factors in Perceived Price Unfairness,” Pricing Camp, University of Illinois, September 1997.

“Familiarity Breeds Content: The Influence of Brand Familiarity on Repetition and Timing of Brand Identification,” University of Southern California, January 1996.

“When Attention-Getting Tactics Elicit Inferences of Manipulative Intent,” California State University at Northridge Seminar Series, December 1995.

“Beyond the Principle of Dual Entitlement: The Role of Inferred Intent in Consumers’ Perceptions of Unfair Pricing,” the Behavioral Perspectives on Pricing Conference, Marketing Science Institute, April 1995.

“That’s Not Fair! Or is It? Inferred Intent as a Component of Perceptions of Unfair Prices,” the University of Southern California, UC Irvine, UCLA Research Conference, June 1994.

“You Took Advantage of Me: The Role of Inferred Intent in Consumers’ Perceptions of Unfair Prices,” University of Washington Marketing Seminar Series, May 1994.

Conference Presentations (Refereed, Competitive Acceptance)

“Effect of Character Weight and Health Knowledge on Children’s Eating,” with Bridget Leonard, Kenneth Manning, and Hannah Manning, Association for Consumer Research Conference, St. Louis, MO, October 2011.

“Goal Monitoring: Does One Step Forward Seem Larger than One Step Back?” with Caleb Warren, Association for Consumer Research Conference, St. Louis, MO, October 2011.

“What Makes Things Cool? How Autonomy Influences Perceptions of Coolness,” with Caleb Warren, Association for Consumer Research Conference, Jacksonville, FL, October 2010.

“Effects of Priming on Instrumental Behaviors,” with Gina Slejko, Association for Consumer Research Conference, Pittsburgh, PA, October 2009.

“Can Consumers Correct for Subtle Persuasion? Brand Placement Effects and the Roles of Disclosure Information and Timing,” Marketing and Public Policy Conference, Washington, D.C. May 2009.

“Stigmatizing Materialism: On Stereotypes and Impressions of Materialistic versus Experiential Consumers,” Association for Consumer Research Conference, San Francisco, CA, October 2008.

“Malfeasant Materialism? Whether, When and Why Materialism is Costly to Consumer Well-being,” Van Boven, L., Campbell, M., & Gilovich, T. Paper presented in a special session chaired by Leaf Van Boven and Leonardo Nicolao, Society for Consumer Psychology, New Orleans, LA, February 2008.

“The Role of Inferences of Impact on Perceptions of Price (Un)Fairness, Association for Consumer Research Conference, Memphis, TN, October 2007.

“What Do You Think? The Role Of Others’ Opinions In The Marketplace,” Discussant, Association for Consumer Research Conference, Memphis, TN, October 2007.

“Transferring Meaning from Cultural Entities to Brands,” poster presentation with Caleb Warren, Association for Consumer Research Conference, Memphis, TN, October 2007.

“Benefit of Doubt or Betrayal? The Effect of Priors and Reasons on Response to Price Increases,” with Priya Raghurir, Association for Consumer Research Conference, San Antonio, TX, September 2005.

“Fortification or Trojan Horse: The Impact of Warnings on the Effectiveness of Product Placements,” with Peeter W. J. Verlegh and Gina E. Slejko, Association for Consumer Research Conference, San Antonio, TX, September 2005.

“Benefit of Doubt or Betrayal? The Effect of Priors and Reasons on Response to Price Increases,” with Priya Raghurir, Society for Consumer Psychology Conference, St. Petersburg, FL, February 2005.

“Who Says? The Role of Source and Affect on Consumers’ Perceptions of Price Fairness,” INFORMS, Denver, CO, October 2004.

“The Many Routes to Price Unfairness Perceptions,” discussant, Association for Consumer Research Conference, Portland, OR, October 2004.

“Consumer Reactions to Marketing Practices: Skepticism, Suspicion, and Payback,” discussant, Association for Consumer Research Conference, Toronto, Canada, October 2003.

“Who Says?’: How Source Influences Consumers’ Inferences and Perceptions of Price Fairness,” Association for Consumer Research Conference, Atlanta, GA, October 2002.

“That’s Just Not Fair and it Makes Me Mad: Emotions Generated by Agents’ Use of Unfair Persuasion Tactics,” Association for Consumer Research Conference, Atlanta, GA, October 2002.

- “So I Said...’: A Target Response Framework,” Association for Consumer Research Conference, Austin, TX, October 2001.
- “Brand Familiarity and the Onset of Advertising Wearout,” Fourth International Research Seminar on Marketing Communications and Consumer Behavior, La Londe sur Mer, France, June 2001.
- “Cognitive Capacity Constraints and the Use of Persuasion Knowledge to Evaluate an Influence Agent,” Society for Consumer Psychology Conference, St. Petersburg, FL, February 1999.
- “Are Categories Stable? The Effects of Packaging and Social Risk on Product Categorization and Evaluations,” with Ronald C. Goodstein, Association for Consumer Research Conference, Montreal, Canada, October 1998.
- “The Role of Risk in Consumers’ Evaluation of Schema Incongruity,” presentation, Association for Consumer Research Conference, Denver, CO, October 1997.
- “Inferred Motives as a Determinant of Perceived Unfairness,” presentation, Marketing & Public Policy Conference, Boston, MA, May 1997.
- “The Effectiveness of Brand Familiarity on Ad Repetition and Brand Identification,” presentation, at the Association for Consumer Research Conference, October 1996.
- “Consumer Inference Processes,” session chair at the Society for Consumer Psychology Conference, February, 1996.
- “‘Why Did She Do That?’ The Important Influence of Situational Role on Perceptions of Others’ Behavior,” presentation at the Association for Consumer Research Conference, October 1995.
- “Who Am I and Who Do You Think I Am? The Role of Role in Consumers’ Responses to Advertising, Sales, and Service Interactions,” session co-chair with Jennifer Aaker, the Association for Consumer Research, October 1995.
- “Schemer Schema Influence on Consumers’ Perceptions of Fair Pricing,” presented at the Association for Consumer Research Conference, October 1995.
- “Risk as a Moderator of Schema Incongruity Effects”, presentation at the Conference of the Society for Consumer Psychology, February 1995.
- “The Multiple Roles of Perceived Risk in Consumer Behavior Research,” session co-chair with Ronald C. Goodstein, Conference of the Society for Consumer Psychology, February 1995.

"Schema, Stereotyping, and Characterization Influence in Information Processing," presentation to the American Psychological Association, August 1994.

"Comparative Advertising: The Moderating Effects of Involvement and Market Share," with Jaideep Sengupta, American Marketing Association Winter Educators' Conference, February 1994.

"Comparative Advertising: New Tactics and Evidence," session co-chair with Ronald C. Goodstein at the American Marketing Association Winter Educators' Conference, February 1994.

"Advertising Effects," session chair at the Association of Consumer Research Conference, October 1992.

GRADUATE STUDENTS

Dissertation Chair

Caleb Warren, Marketing Leeds School of Business, University of Colorado, 2008 – 2010 (graduated May 2010, now at Bocconi University).

Gina S. Mohr, Marketing, Leeds School of Business, University of Colorado, 2006 – 2009 (graduated May 2009, now at Colorado State University).

Rodney Ruble, Marketing, Leeds School of Business, University of Colorado, 2005-2007 (graduated August 2007, now at Rivendell College).

Dissertation Committee Member

Ji Hoon Jhang, Marketing, Leeds School of Business, University of Colorado, 2010-present.

Kelly Herd, Marketing, Leeds School of Business, University of Colorado, 2009-11 (graduated).

Femke van Horen, Tilburg Institute of Behavioral Economics Research (TIBER), Tilburg University, 2010 (graduated).

Barney Pacheco, Marketing, Leeds School of Business, University of Colorado, 2002-05 (graduated).

Barbara Fasolo, Psychology, University of Colorado, 2001 – 2002 (graduated)

Tin Tin Sumarta, Psychology, UCLA, 1998 – 2000 (graduated)

Lisa D. Kernan, School of Film, UCLA, 1994 - 2000

Brian Jorgenson, Management, UCLA, 1995 - 1996 (graduated)

Jaideep Sengupta, Management, UCLA, 1994 - 1996 (graduated)

Jayanth A. Rao, Management, UCLA, 1993 - 1995 (graduated)

Marc Vanheule, Management, UCLA, 1992 - 1994 (graduated)

Masters Thesis Committee Member

Heidi Quist, Museum Studies, University of Colorado, 2003-05 (graduated)
Eva Ziemkiewicz, Finance, University of Colorado, 2002 (graduated)

SERVICE

Journals/Reviewing

Associate Editor

Journal of Consumer Research, 2011 – present

Editorial Review Board

International Journal of Research in Marketing, 2010 – present.
Journal of the Academy of Marketing Science, 2007 – 2011.
Journal of Retailing, 2006–present.
Journal of Consumer Research, 2005 – present.
Journal of Marketing, 2004-05, 2011 – present.
Journal of Product and Brand Management, editorial review board, 2003 – 2009.
Academy of Marketing Science Review (formerly *Journal of Consumer and Market Research*), editorial review board, 1999 – 2010.

Ad hoc Reviewing

Journals

Journal of Academy of Marketing Science, ad hoc reviewer, 2006-present.
Journal of Advertising
Journal of Business Research, ad hoc reviewer, 2001-present.
Journal of Consumer Research, ad hoc reviewer, 2000-2005.
Journal of Consumer Psychology, ad hoc reviewer, 1994 - present.
Journal of Economic Psychology, ad hoc reviewer, 2000 - present.
Journal of Marketing, ad hoc reviewer, 2000 - present.
Journal of Marketing Research, ad hoc reviewer, 1997 - present.
Journal of Retailing
Marketing Letters
Marketing Science, 2003-present.
Psychology & Marketing (including Special Issue on Persuasion 1997).

Awards & Competitions

American Marketing Association Doctoral Dissertation Competition Judge, 1996 - present.

MSI Alden G. Clayton Doctoral Dissertation Competition Judge, 1995 - present.
SCP-Sheth Foundation Dissertation Proposal Competition Judge, 2002-present.
Social Sciences and Humanities Research Council of Canada Research Grants
Program, 2002, 2004, 2005-06.

Conferences

American Marketing Association Summer Educators' Conference, 1992 - present.
American Marketing Association Winter Educators' Conference, 1993 - present.
Association for Consumer Research Conference, 1992, 1994-1997, 1999, 2001-
present.
ACR-Asia Pacific Conference Reviewer, 1998.
American Academy of Advertising Conference Reviewer, 1996.
Western Decision Sciences Institute Conference, 1993.
American Academy of Advertising, 1997 - present.
Society for Consumer Psychology Conference, 1997 - present.
Fordham Pricing Conference, reviewer, 2002 - present.
Marketing Communications and Consumer Behavior Conference, 2003-present.

Professional Associations

Association for Consumer Research (ACR) Task Force 2016 International
Conference
ACR Conference Co-Chair 2009
ACR Program Committee 2001, 2004, 2006
Program Committee, European Association for Consumer Research Conference,
2007
Program Committee, Marketing & Public Policy Conference, 2006
Society for Consumer Psychology (SCP) Conference Co-Chair, 1998
SCP Policy Board, 1997-98, 2001-06
SCP Membership Chair, 2001-06

University of Colorado

Academic Affairs Budget Advisory Committee Faculty Representative, 2008 -
present
Dean Search Committee, 2004-05

Leeds School of Business

Leeds Executive Committee, elected faculty representative 2009 - 2011, 2011 -
present.
Faculty Affiliate, Center for Education on Social Responsibility, 2011 - present.
Chair, Diversity Committee, Fall 2007 - Summer 2009.
PUEC Chair
A. Peter McGraw, 2010-2011

Rex Moody, 2009-2010
Steve Engel, 2007-2008
PUEC Member
Susan Grant, 2010-11
Maw-der Foo, 2008-09
Peter McGraw, 2007-08
Frascona Teaching Excellence Award Selection Committee, 2009-2010.
Accreditation Committee, 2006 – 2008.
Faculty Coordinator for Undergraduate Research Requirement, Leeds School of Business, 2005-summer 2008.
Building Committee, Leeds School of Business, 2005-2007.
Marketing Division Representative, Undergraduate Curriculum Policy Committee, 2004 – 2006.
Undergraduate Curriculum Task Force, 2004.
Marketing Division Representative, Masters Curriculum Policy Committee, 2003-04.
Diversity Committee, Leeds School of Business, University of Colorado, 2002-2004.
Marketing Division Ph.D. Committee, 2000-present.
Undergraduate Marketing Curriculum Committee, 2000.
Recruiting Committee, Marketing Area, 2000, 2001, 2002.
Executive Committee, Marketing Area, 2000-present.
MBA Marketing Track Committee, 2001-2009.
MBA Academic Excellence in Marketing Award Committee, 2001- present.
Outstanding Marketing Student Award Committee (undergraduate), 2001 – present;
Chair 2003
Project advisor for the CU American Marketing Association chapter, 2003-present.
Chair, Marketing Speakers Series, 2001-2005.

COURSES TAUGHT

Courses Taught at the University of Colorado, Boulder

Undergraduate

Advertising and Promotion (MKTG 4550)
Independent Study

MBA

Marketing Communication

PHD

Psychological Approaches to Consumer Behavior
Social Science Approaches to Consumer Research

Courses Taught at the University of California, Los Angeles

MBA

Elements of Marketing (required course)
Advertising and Marketing Communications
Strategic Brand Management
Independent Research
Field Work
Special Studies
Field Study Project (Advisor)

FEMBA (Fully employed MBA program)

Advertising and Marketing Communications
Strategic Brand Management

PHD

Behavioral Research in Marketing Seminar

Executive Education

CU Business Intensive Certificate (CUBIC), Marketing (4-day Intensive overview of Marketing), 2005-present.

Invited talk, Proteus Marketing & Branding Symposium, June 2006.

Key Messaging workshop for Proteus Managers, Fall 2005.

“Inventing Strong Brands: Steps for the Future,” invited talk, Young Presidents’ Organization, March 2005.

“Brand Management through the Lifecycle of a Brand,” invited session, Zimmer Corporation, June 2001.

“Building Brand Equity,” invited talk, Medical Marketing Association, Chicago, May 2001.

UCLA Medical Marketing Program

UCLA Executive Program

UCLA/Hughes Marketing Development Program

UCLA/ Northrop Grumman Marketing Program

Management Development for Child Care Providers Program

Marketing Management Program, Stanford University, Lecturer and Program Assistant

Other Teaching

Faculty Teaching Excellence Program, co-taught session on case teaching, Spring 2010.

Faculty seminar on Brand Management, Technologico de Monterrey, Mexico, June 2005.

“Adjusting to the American Classroom Culture,” invited panel discussant, MBA International Orientation, 2003.

Case Teaching (for PhD students), Leeds School Teaching Excellence, 2003.

MBA Workshop on Evaluating Advertising Effectiveness, 1998, 1999

Staff Development Workshop (The Anderson School, UCLA)

Marketing Management sessions, The Lead Program (to help minority high school students prepare for and succeed in college)

Marketing Case session, The Riordan Fellows Program (to help recent minority college graduates prepare for graduate school)

PUBLIC SERVICE & COMMUNITY OUTREACH

Judge, Summit Middle School Science Fair, 2010, 2011.

Judge, National Football League Super Bowl Commercial Pitches, December 2006.

Advisor for State Tobacco Education and Prevention Partnership, Fall 2005.

Presentation to Young Presidents’ Organization, March 2005

Judge, Foothill Elementary School, BVSD Science Fair, 2005, 2006.

“Self-Marketing II: Negotiating and Self-Branding,” invited moderator, Committee of 200 Outreach Seminar, The Leeds School of Business, University of Colorado, November 2001.

Judge, Advertising and Marketing Effectiveness Award, November, 2001.

“Women in Business: Shaping the Future,” Moderator, Graduate Women in Business 1995 Western Regional Conference, March 1995.

"Success Has Three C's," invited presentation to the Ventura County Professional Women's Network, October 1993.

Marketing Advisor, Chrysalis Homeless Assistance Agency, 1992-93

Public Relations Advisory Committee, Chrysalis Homeless Assistance Agency, 1991.

Subject Matter Specialist, UCLA Medical Center's Cancer Information Service, 1991-1999.

PROFESSIONAL AFFILIATIONS:

Association for Consumer Research

Society for Consumer Psychology

INDUSTRY EMPLOYMENT

Progressive Casualty Insurance Company, July 1985 - September 1987.

Manager, Management Training Program