

John B. Dinsmore

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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

- 2023, Visiting Scholar/Professor, University of Applied Sciences, Jena, Germany
- 2022-Present, Professor, Marketing, Wright State University, Fairborn, OH
- 2018-2022, Associate Professor, Marketing, Wright State University, Fairborn, OH
- 2014-2018, Assistant Professor, Marketing, Wright State University, Fairborn, OH
- 2018, Visiting Scholar/Professor, EM Strasbourg, Strasbourg, France
- 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, The Tetra Companies, Richmond, VA
- 2004-2005, Product Manager, IMAKE Software, Bethesda, MD
- 2002, Intern, Société Générale Insurance & Derivatives, New York, NY
- 1996-2001, Media Director, Feldman Communications, Annapolis, MD

CONSULTING EXPERIENCE

- Metro Washington Council of Governments
- Trojan Defense Systems
- Current Analysis
- Go Flyzone
- Klir Software
- Play Your Court
- National Geographic
- MusicToday

RESEARCH INTERESTS

Mobile Applications & Commerce; Methods of Payment

CLASSES TAUGHT (U=Undergraduate, G=Graduate, O=Online)

Advertising (U), Creativity & Problem Solving (U, O), Digital Marketing (U, G, O), Entrepreneurship (U, G, O), Marketing Strategy (U, G, O), Principles of Marketing (U, G), Product Development (U)

PUBLICATIONS—PEER-REVIEWED JOURNAL ARTICLES

- Dinsmore, John B., Kunal Swani, Ciro Troise, Wakiuru Wamwara, and Bin Li (2022), "Antecedents and Consequences of Sending and Receiving Information in Mobile Gaming Apps," *Digital Business*, 2(2), 1-13.
- Plotkina, Daria, John B. Dinsmore, and Margot Racat (2022), "Improving Service Brand Personality with Augmented Reality Marketing," *Journal of Services Marketing*. 36(6): 781-799.
- Swani, Kunal, Wakiuru Wamwara, Kendall Goodrich, Shu Schiller, and John Dinsmore (2022), "Understanding Business Retention during Covid-19: Roles of Service Quality, College Brand, Academic Satisfaction, and Stress," *Services Marketing Quarterly*, 43(3): 329-352.
- Troise, Ciro, Mario Tani, John B. Dinsmore, and Giovanni Schiuma (2021), "Understanding the Implications of Equity Crowdfunding on Sustainability-oriented Innovation and Changes in Agri-food Systems," *Technology Forecasting and Social Change*, Vol. 171, 1-15.
- Dinsmore, John B., Scott A. Wright, and Daria Plotkina (2021), "When Time Pressure Counters the Zero Price Effect," *Journal of Consumer Marketing*, 38(3), 339-350.
- Dinsmore, John B., Eric Stenstrom, and Jonathan Kunstman (2021), "Baseline Testosterone Moderates the Effect of Money Primes on Charitable Donations," *Psychology & Marketing*, Vol. 38, 328-337.
- Stenstrom, Eric, John B. Dinsmore, Jonathan Kunstman, and Kathleen D. Vohs (2018), "The Effects of Money Exposure on Testosterone and Risk-Taking, and the Moderating Role of Narcissism," *Personality and Individual Differences*, Vol. 123, 110-114.
- Dinsmore, John B., Kunal Swani and Riley G. Dugan (2017), "To 'Free' or Not To 'Free': Trait Predictors of Free vs. Paid Mobile App Usage," *Psychology & Marketing*, 34(2), 227-244.
- Sundar, Aparna, John B. Dinsmore, Sung-Hee Wendy Paik, and Frank R. Kardes (2017), "Metaphorical Communication, Self-Presentation, and Consumer Inference in Service Encounters," *Journal of Business Research*, 72, 136-135.
- Dinsmore, John B., Riley G. Dugan and Scott A. Wright (2016), "Monetary versus Nonmonetary Pricing: Differences in Product Evaluations due to Pricing Strategies within Mobile Applications," *Journal of Strategic Marketing*, 24(3/4), 227-240.
- Wright*, Scott, Jose Hernandez*, Aparna Sundar, John Dinsmore and Frank Kardes (2013), "If It Tastes Bad It Must Be Good: Consumer Naïve Theories and the Marketing Placebo Effect," *International Journal of Research in Marketing*, 30(2), 197-198. * Equal Authorship
- Wright, Scott A., John B. Dinsmore and James J. Kellaris (2013), "How Loyalty Shapes Ethical Judgment and Punishment Preferences," *Psychology & Marketing*, 30(3), 203-210.

Wright, Scott A., Chris Manolis, Drew Brown, Xiaoning Guo, John Dinsmore, C-Y Peter Chiu and Frank Kardes (2012), “Construal-level Mind-sets and the Perceived Validity of Marketing Claims,” *Marketing Letters*, 23(1), 253-261.

PUBLICATIONS—INVITED ARTICLES

Dinsmore, John B., Kunal Swani, Kendall Goodrich, and Umut Konus (2021), “Introduction: Advancing Understanding of Mobile Applications in Marketing,” *Journal of Business Research Special Issue on Mobile Applications*, Volume 126, March, 361-362.

PUBLICATIONS—CHAPTERS

Dinsmore, John B., Eric Stenstrom, and Marcelo Vinhal Nepomuceno (2022), “Testosterone and Financial Risk-Taking,” in *Handbook of Experimental Finance*, Ernan Haruvy and Sascha Fullbrun eds., Cheltenham UK: Edward Elgar Publishing.

PUBLICATIONS—CASES

Dinsmore, John B. (2018), “Squatty Potty: Assessing Digital Marketing Campaign Data,” Ivey Publishing. (Also available through Harvard Business Publishing)

Dinsmore, John B. (2016), “Samsung Mobile: Market Share and Profitability in Smartphones,” Ivey Publishing. (Also available through Harvard Business Publishing)

UNDER REVIEW/REVISION

Asamoah, Daniel, John Dinsmore, and Kunal Swani, “Benefits, Barriers, and Facilitators of Developing B2B Mobile Applications,” Status: Under second round of review at *Journal of Business and Industrial Marketing*.

IN DEVELOPMENT

Dinsmore, John, “How They Get You: The Marketing of Debt,” Status: Fourteen chapters of book in various stages of completion.

Dinsmore, John, Daria Plotkina, and Margot Racat, “Haptic Sensation in Retail Augmented Reality Experiences,” Status: Experimental AR app in development. Initial data collection anticipated in Spring 2023.

POPULAR PRESS MENTIONS

<u>Date</u>	<u>Publication</u>	<u>Article Title</u>
11-14-22	US News & World Report	What is dynamic pricing and why has it made everything so expensive?
10-03-22	Dayton Daily News	Speakers Announced for 2022 TEDx Dayton Signature Event
10-26-20	WalletHub	How has COVID-19 Affected the Auto Insurance Industry?
07-13-19	Newsday	Expecting a recession? Here’s how to prepare for it.
06-11-19	Forbes	4 Ways to Quickly Acquire and Onboard New Users for Your App

05-22-19	WalletHub	2019 Credit Card Rewards Report
05-07-18	The Irish Times	Money, Narcissism, Risk-taking and Testosterone Levels
04-09-18	Louisville Business First	How the Kindred-Humana deal could play into a Humana-WalMart deal
04-04-18	Mr. C's Cup of Joe Blog	5 Enterprise Mobile App Trends to Watch in 2018
01-23-18	US News & World Report	Men, Your Testosterone Might Be Making You Spend More
12-14-17	MarTechExec	Expert Opinion: Mobile Apps featuring John Dinsmore
10-05-17	CBS Marketwatch	The Trump Brand's Shrinking Power
09-24-17	Venture Beat	Your Chances of Making a Successful Mobile App Are Almost Nil
09-12-17	Seeker	New iPhone X: Apple Reinvents the Future of the Smartphone All Over Again
09-01-17	Forbes	Why some people will—or won't—pay a grand for the next iPhone
07-05-17	How Stuff Works	Pop-up ads are annoying—but they work
05-08-17	CIO	Why some people are willing to pay for a mobile app
01-15-17	Software Advice	4 Considerations When Hiring a Marketer
12-2-16	Nanorep	Customer Experience Pros Share The Biggest Mistakes Companies Make in Buying and Evaluating Customer Experience Software
11-21-16	Funder's Club	The Uncertain Future of Carmakers
10-19-16	Appboy	Don't Do the Wrong Thing Better: 7 Marketing Pros on Thinking Outside the Box
10-18-16	TED: The Electrical Distributor Magazine	6 Ways to Create a Profitable Value-Added Approach
09-20-16	Xenia Gazette	Local Students Start Marketing Company
09-19-16	US News & World Report	13 Ways to Take the Emotions Out of Investing
08-12-16	CIO	10 Low-cost PR Strategies for Startups and Small Businesses
05-05-16	Manta.com	How to Engage Smartphone Users
04-05-16	Bit.ly	App Marketing 101
03-25-16	TED: The Electrical Distributor Magazine	"Finding Opportunity in Small Growth Pockets"
03-22-16	Business.com	Sale Inside: How Retailers are Using Online Promotions to Dominate Sales
03-03-16	Fundbox Blog	"5 Questions to Ask Before You Offer Deep Discounts"
02-23-16	Insureon Blog	"What Mozzarella Sticks Can Teach Food Businesses about False Advertising"

02-13-16	Shoprocket Blog	“Common Marketing Mistakes That eCommerce Stores Make”
09-01-15	Geekwire	“No need to panic: Amazon isn’t slashing the number of Prime-eligible products available.”

INVITED PRESENTATIONS & LECTURES

“Money Changes Everything,” TEDx Dayton, 2022.

“The Effects of Money Exposure on Testosterone and Risk-Taking, and the Moderating Role of Narcissism,” Virtual Workshop on Experimental Finance, Hosted by McGill University, 2020.

“Story Telling for Marketing Management,” Speedway Corporation Executive Lecture, Fairborn, OH, 2017.

“Individual and Organizational Creativity,” United States Air Force LCMC, Fairborn, OH, 2017.

“The Effects of Money Exposure on Testosterone and Risk-Taking, and the Moderating Role of Narcissism,” EM Strasbourg Business School, Strasbourg, France, 2017.

“The Effects of Money Exposure on Testosterone and Risk-Taking, and the Moderating Role of Narcissism,” HEC Paris, Paris, France, 2017.

“Individual and Organizational Creativity,” United States Air Force Life Cycle Management Center, Fairborn, OH, 2016.

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

CONFERENCE PRESENTATIONS (* denotes presenter)

Plotkina, Daria and John B. Dinsmore (2019), “The Effect of Virtual Reality Mobile Applications on Shopping Experience,” Academy of Marketing Science Annual Conference, Vancouver, BC, May 29-31.

Dinsmore, John B.*, Eric P. Stenstrom and Jonathan W. Kunstman (2018), “Baseline testosterone levels moderate the effect of money primes on charitable giving,” American Marketing Association Summer Educator’s Conference Poster Session, Boston MA, August 10-12.

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.

Dinsmore, John B.*, Kunal Swani and Riley G. Dugan (2015), “Trait Predictors of Mobile App Purchasing Behaviors Using Mowen’s ‘3M’ Hierarchical Model of Motivation and Personality,” Marketing EDGE Direct/Interactive Marketing Research Summit, Boston, MA.

- Dinsmore, John B.*, Scott A. Wright and Riley G. Dugan (2015), "Need for Closure and the Preference for Paid Versions of Products Over Free Versions," American Psychological Association Convention, Toronto, ON.
- Dinsmore, John B.*, Riley Dugan and Scott A. Wright (2014), "Naïve Theories of Monetary and Nonmonetary Prices for Mobile Applications," Association for Consumer Research North American Conference, Baltimore, MD.
- Dinsmore, John B.*, Karen A. Machleit, Kathleen D. Vohs and Frank R. Kardes (2013), "A Multi-Dimensional Construct of Impulse Purchases," American Marketing Association Summer Educator's Conference, Boston, MA.
- 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.
- Hernandez, Jose, Scott A. Wright*, Aparna Sundar, John Dinsmore and Frank Kardes (2012), "Effects of Set Size, Scarcity, Packaging, and Taste on the Marketing Placebo Effect," Association for Consumer Research North American Conference, Vancouver, BC.
- Dinsmore, John, Jason Harris and Riley Dugan* (2012), "Going Viral: Proven Strategies," Atlantic Marketing Association Annual Conference, Williamsburg, VA.
- Dinsmore, John, Scott Wright, Riley Dugan* and Frank Kardes (2012), "Price Fairness and The Placebo Effect in Marketing," Atlantic Marketing Association Annual Conference, Williamsburg, VA.
- 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.
- Guo, Xiaoning*, Scott Wright, John Dinsmore and James Kellaris (2012), "The Effect of Mortality Salience on Materialism: The Moderating Role of Regulatory Focus," Competitive paper, Society for Consumer Psychology, Las Vegas, NV.
- Dinsmore, John*, Scott Wright, Xiaoning Guo and James Kellaris (2011), "Recession, Financial Hardship, and Ethical Judgment: Do Tough Times Beget Tough Judges?" paper presented at Proceedings of the Summer Marketing Educator's Conference of the American Marketing Association, San Francisco, CA.
- Wright, Scott A.*, John Dinsmore, Xiaoning Guo and James Kellaris (2011), "Biasing Effects of Group Affiliation on Ethical Judgment" paper presented at Proceedings of the Summer Marketing Educator's Conference of the American Marketing Association, San Francisco, CA.

Wright, Scott A.*, Xiaoning Guo, Chris Manolis, Andrew Brown, John Dinsmore, Tarryn E. Williamson, Xiaoqi Han, and Frank R. Kardes (2011), "The Illusory Truth Effect: No Repetition Necessary." Society for Consumer Psychology, Atlanta, Georgia.

HONORS & AWARDS

- Winner, 2021 Mid-American Business Deans Association Innovation Award for strategic redirection of business school activities
- \$100,000 Award from Dean of Raj Sooin College of Business to oversee student-run digital marketing campaign on behalf of the College. Awarded on December 28, 2020.
- \$12,000 Research Grant, Wright State University/Rike Consumer Research Foundation, Principal Investigator, "Human vs. AI Managed Digital Promotions," Awarded on July 1, 2020.
- \$6,040 Research Grant, Wright State University, "Understand Retention of Business Students Using A Dual-Dimensional SERVQUAL Framework," Awarded on May 1, 2020
- "Best Seller" Award from Ivey Publishing for Squatty Potty case
- 2018 Raj Sooin College of Business Outstanding Teacher Award, Marketing (by student vote)
- 2017 Raj Sooin College of Business Outstanding Teacher Award, Marketing (by student vote)
- \$1,000 Research Grant, Association Française du Marketing, "The Effect of Variety on Effort and Choice: A Virtual Reality Experiment."
- \$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.
- \$17,280 Research Grant, Wright State University/Rike Consumer Research Foundation, Principal Investigator, "Endocrinal Reactions to Handling Money and Their Effect on Risk Tolerance," Awarded on January 13, 2015.
- \$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.
- Foundation \$2,500 Research Grant (2013), Direct Marketing Policy Research Center, Co-Principal Investigator, "Catch it if you Can: An Exploratory Look into the Creation and Dissemination of Viral Videos," Awarded on August 26, 2013.
- Honorable Mention, Fordham University Behavioral Pricing Doctoral Dissertation Competition (2012)
- AMA-Sheth Consortium Fellow (2012)
- \$7,667 Research Grant (2011) Marketing Science Institute (RA 4-1730), Principal Investigator, "A Multi-dimensional Construct and Measurement Scale of Impulse Purchases," Awarded on July 26, 2011
- 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

- Associate Editor, *International Journal of Electronic Trade* (2023-present)
- Editorial Board, Book Series for Emerald Publishing, “Managing Innovation in Business Strategy, Marketing, & Finance,” (2021)
- University Assurance of Learning Committee (2020-Present)
- Graduate Program Committee, Chair (2016-2022)
- Online Education Committee, Raj Soin College of Business at Wright State University (2018-2020)
- Moderator, Tech/Digital/Apps/CRM Panel, Ohio Marketing Academic Colloquium at Kent State University (2019)
- Adult Education Committee, Beth Or Synagogue (2019)
- MBA Committee—Alternate, Raj Soin College of Business at Wright State University (2018-Present)
- Managing Guest Editor, Special Issue of *Journal of Business Research* on Mobile Applications (2018-2020)
- Member, College of Business Online Education Committee (2018-Present)
- Panelist, “Wright State in Your Community” Series (2018)
- College of Business Web Development Committee, Member (2017)
- University Strategic Enrollment Committee, Member (2017-Present)
- Candidate, School Board of Centerville, Ohio (2017)
- 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)
- *International Journal of Research in Marketing*—Ad Hoc Reviewer
- *Journal of Research in Interactive Marketing*—Ad Hoc Reviewer
- *International Journal of Advertising*— Ad Hoc Reviewer
- *Psychology & Marketing*—Ad Hoc Reviewer
- *Computers in Human Behavior*— Ad Hoc Reviewer
- *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, 2018 (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** (MKTG 3700—Undergraduate)
- **Digital Marketing, Online Version** (MKTG 4100/7100)

Classes Taught (Listed Alphabetically By Name)

****PLEASE NOTE:** Beginning Fall 2018, Wright State switched to a qualitative evaluation format which cannot be summarized. Copies of those evaluations are available upon request.

Creativity, Communication & Problem Solving (MKTG 3700—Undergraduate)

- Spring 2022 (n=41) **
- Spring 2021 (n=19) **
- Spring 2020 (n=34) **
- Spring 2019 (n=32) **
- Spring 2018, Mean evaluation 4.64/5 (n=46)
- Spring 2017, Mean evaluation 4.74/5 (n=34)
- Spring 2016, Mean evaluation 4.37/5 (n=32)

Digital Marketing (MKTG 4100/7100)

- Summer 2022 (n=22)**
- Spring 2022 (n=34)**
- Fall 2021 (n=23)**
- Spring 2021 (n=32)**
- Spring 2020 (n=23)**
- Spring 2019 (n=16)**
- Spring 2018, Mean evaluation 4.58/5 (n=41)
- Spring 2017, Mean evaluation 4.5/5 (n=40)

- Summer 2016, Mean evaluation 4.73/5 (n=18)

Digital Marketing, Online Version (MKTG 4100/7100)

- Fall 2022 (n=16)**
- Summer 2021 (n=16)**
- Fall 2021 (n=21)**
- Summer 2020 (n=28) **
- Spring 2020 (n=35) **
- Spring 2019 (n=31) **
- Summer 2019 (n=26) **
- Summer 2018, Mean evaluation 4.36/5 (n=38)
- Summer 2017, Mean evaluation 4.74/5 (n=35)

Entrepreneurship (MKTG 4300—Undergraduate)

- Summer 2020 (n=20) **
- Summer 2019 (n=19) **
- Summer 2018, Mean evaluation 5.00/5 (n=18)
- Summer 2017, Mean evaluation 4.94/5 (n=19)
- Summer 2016, Mean evaluation 4.13/5 (n=24)
- Summer 2015, Mean evaluation 3.93/5 (n=18)

Marketing Strategy (MKTG 7600—Graduate)

- Fall 2020** (n=11)
- Fall 2019** (n=25)
- Fall 2018** (n=24)
- Fall 2017, Mean evaluation 4.33/5 (n=40)
- Spring 2017, Mean evaluation 4.91/5 (n=26)
- Fall 2016, Mean evaluation 4.18/5 (n=28)
- Fall 2015, Mean evaluation 4.64/5 (n=12)
- Fall 2014, Mean evaluation 4.67/5 (n=12)

Marketing Strategy (MKTG 4900—Undergraduate)

- Spring 2022** (n=23)
- Fall 2021** (n=28)
- Fall 2020** (n=33)
- Spring 2018, Mean evaluation 4.94/5 (n=40)
- Fall 2017, Mean evaluation 4.64/5 (n=40)
- Fall 2016, Mean evaluation 4.69/5 (n=32)

Principles of Marketing (MKTG 2500—Undergraduate)

- Summer 2022** (n=17)

- Fall 2019** (n=35)
- Spring 2016, Section 02, Mean evaluation 4.41/5 (n=60)
- Spring 2016, Section 03, Mean evaluation 4.57/5 (n=60)
- Spring 2016, Section 01, Mean evaluation 4.58/5 (n=60)
- Spring 2015, Section 01, Mean evaluation 4.72/5 (n=18)
- Spring 2015, Section 02, Mean evaluation 4.61/5 (n=60)
- Spring 2015, Section 03, Mean evaluation 4.53/5 (n=60)
- Spring 2014, Section 05, Mean evaluation 4.61/5 (n=53)
- Fall 2014, Section 01, Mean evaluation 4.54/5 (n=60)

Xavier University

Marketing Concepts (MKTG 500—Graduate)

- Fall 2012, Mean evaluation 4.3/5 (n=22)

Marketing Strategy (MKTG 600—Graduate) Spring 2013

- Spring 2013, Mean evaluation 3.8/5 (n=30)
- Summer 2013, Sec. 1, Mean evaluation 4.1/5 (n=27)
- Summer 2013, Sec. 2: Mean evaluation 4.1/5 (n=27)
- Spring 2014, Sec. 4, Mean evaluation 4.4/5 (n=34)
- Spring 2014, Sec. 14, Mean evaluation 4.4/5 (n=18)

Principles of Marketing (MKTG 300—Undergraduate)

- Fall 2012, Sec. 1, Mean evaluation 4.4/5 (n=32)
- Fall 2012, Sec. 2, Mean evaluation 4.6/5 (n=30)
- Spring 2013, Sec.1, Mean evaluation 4.2/5 (n=22)
- Spring 2013, Sec. 3, Mean evaluation 4.0/5 (n=32)
- Spring 2013, Sec. 4, Mean evaluation 4.4/5 (n=32)
- Fall 2013, Sec. 1, Mean evaluation 4.1/5 (n=30)
- Fall 2013, Sec. 2, Mean evaluation 4.0/5 (n=32)
- Spring 2014, Sec. 8, Mean evaluation 4.4/5 (n=30) o
- Summer 2014, Sec. 1, Mean evaluation 4.4/5 (n=9)
- Summer 2014, Sec. 2, Mean evaluation 4.5/5 (n=8)

Product Development (MKTG 366—Undergraduate)

- Fall 2013, Mean evaluation 3.9/5 (n=24)

University of Cincinnati

Advertising (MKTG 577—Undergraduate)

- Summer 2011: Mean evaluation 7.5/8 (n=63)

Marketing Strategy (MKTG 585—Undergraduate)

- Spring 2012: Mean evaluation 7.7/8 (n=40)

Product Management (MKTG 574—Undergraduate)

- Summer 2010: Mean evaluation 7.4/8 (n=55)
- Spring 2011: Mean evaluation 6.8/8 (n=50)