

COMMGT 9320a Section 001 FALL 2015 FUNDAMENTALS OF MARKETING MANAGEMENT

Dr. M. Cleveland

Class Location: IGAB 1N05

Day/Time: Wednesdays, 9:30am-12:30pm

1.0 COURSE CALENDAR DESCRIPTION:

Marketing management is the process of analyzing consumers and markets, for the purpose of guiding the development and management of the marketing strategy, in order to attract and serve customers and to maintain a competitive advantage. This course integrates the core marketing *concepts, and explains their application to organizations, society, and individuals.*

3 lecture hours/week, 0.5 course.

Prerequisites: enrollment in the *Master's in Management of Applied Science* (MMASc) program or the *Professional Communication & Management GDip* (Graduate Diploma) program.

Senate Regulations state, "unless you have either the requisites for this course or written special permission from your Dean to enroll in it, you will be removed from this course and it will be deleted from your record. This decision may not be appealed. You will receive no adjustment to your fees in the event that you are dropped from a course for failing to have the necessary prerequisites."

2.0 COURSE INFORMATION:

Professor:	Dr. Mark Cleveland (B.Comm, M.Sc., Ph.D.) <i>Dancap Private Equity Professor of Consumer Behavior,</i> Associate Professor of Marketing
Office:	SSC-4315 (4 th floor Social Science Centre)
Office Telephone:	519-661-2111 extension 81464 [BMOS office: 519-664-2051]
Email:	mclevela@uwo.ca
Course Website:	OWL-Sakai: COMMGT 9320A 001 GF15
Office Hours:	Mondays 1:30pm-2:00pm Tuesdays 1:30pm-2:00pm Wednesdays 1:30pm-2:30pm

"Marketing is too important to be left to the marketing department." –David Packard, Co-founder of HP.

"Marketing is not the art of finding clever ways to dispose of what you make, it is the art of creating genuine customer value." –Philip Kotler, Renowned marketing scholar.

"Think Different." –Steve Jobs, Co-founder of Apple.

2.1 COURSE OBJECTIVES AND LEARNING OUTCOMES:

The objectives of this course are to provide an understanding of (1) marketing concepts and their application to organizations, society, and individuals; (2) the need for a customer orientation in the competitive global environment; (3) how marketing integrates with other functional areas; and (4) how to successfully develop, execute, and manage marketing strategies. Topics include the buyer behavior of businesses and consumers; segmentation, targeting, and positioning; marketing research; product/service development and brand management, advertising and promotion, pricing, distribution and logistics; as well as theories drawing from the relevant social sciences of psychology, sociology, and economics. Working in groups, students will gain hands-on experience by critically analyzing case studies, by engaging in problem-solving, and by developing a marketing plan.

Upon successful completion of this course, students shall be able to

- Understand marketing concepts and their application to profit and non-profit organizations, and appreciate how marketing integrates with other functional areas of business.
- Analyze and interpret the global, natural, sociocultural, demographic, legal, economic, and competitive environments; in terms of shaping companies and customers alike.
- Explain how marketing mix elements are developed, carefully blended and managed over time to achieve branding and other marketing objectives and to build long-term relationships with consumer and/or business customers.
- Apply techniques gleaned from marketing research, case analyses, and developing marketing plans to real-world situations, in terms of identifying marketing opportunities and solving marketing problems by crafting creative marketing strategies.
- Debate the ethical dimensions of the marketing function.

2.2 Textbook and Readings

Kotler, P.R., Keller, K.L., Sivaramakrishnan, S. & Cunningham, P.H. (2015).
***Marketing Management, Fourteenth Canadian Edition.* Don Mills,**
Ontario: Pearson Education Canada. ISBN: 978-0-13-216107-7



- Hardcover, available at the bookstore, as part of the Coursepack.
- eTextbook also available at: <http://www.mypearsonstore.ca/bookstore/marketing-management-fourteenth-canadian-edition-9780132161077>.
- Regularly during the course of the semester, the professor will distribute/assign selected popular press readings and other materials (including trade and academic journal articles). These illustrate and expand upon the concepts covered in the required text.
 - Most publications are available from **Google Scholar** (if accessing from UWO network, click the “Get it @ Western” link) as well as the **Proquest Research Library** link on Western’s library databases (<http://alpha.lib.uwo.ca/search/xP%20Databases>).

3.0 EVALUATION

This course has three evaluation components: participation, exams, group case assignment and group marketing plan assignment.

3.1 Midterm Exam (20%) and Final Exam (30%):

There will be a midterm exam (to take place during regularly scheduled class session on Week 7), and a final exam (to take place during the regular final examination period: usually one week after the last scheduled class). Both will include a combination of multiple-choice questions, application and integration short-answer and/or essay-type questions, and potentially, critical evaluation questions and/or short cases.

For both the midterm and final exams, questions can pertain to any of the materials covered during the course with respect to the relevant topic areas, including those topics contained in the presentations (video, personal), class discussions and other activities, and all assigned readings, including the text as well as academic journal articles. Both the midterm and final exams are closed-book. The midterm exam will cover assigned topics up until the midterm date, while the final will cover all materials (i.e., the final exam is cumulative, but weighted heavily towards the post-midterm topics).

3.2. Group Assignment #1: Case (20%):

The particular case will be assigned to students by the third week of the semester, and is due two weeks after the midterm exam (usually on session 9). The case will consist of a real-life situation/problem facing an organization. The case report will include the following components (with more details forthcoming later in the semester):

- a) *Executive summary.* Summarize the major points of the case and the key recommendations for top-level managers.
- b) *Problem statement/identification.* Clearly state the problem in one or two sentences. The problem definition should be decision-oriented and ideally presented in the form of a question. This section also identifies and circumscribes the major decision-area(s) and/or issues (i.e., overriding factors that must be taken into account) in the case. This problem-solving step is carried out after the situation analysis has been completed, although it is positioned at the beginning of the report to provide focus to the reader.
- c) *Analysis of the situation.* Detail the information (in a diagnostic form) that is relevant to the problem and to inform possible solutions. Comprehensiveness and depth are important criteria in your assessment. This takes the form of a SWOT analysis (strengths, weaknesses, opportunities and threats), which includes the following: a thorough appraisal of the company (financial and other firm resources, reputation, etc.) and the elements of the current marketing strategy (logistics [if applicable] and trends in the distribution channels, promotion and public relations, pricing, and product/service mix); the cultural and social environment, demographic trends, impact of technology, economic environment, political/legal environment (if applicable), market size and industrial structure, customer segments and needs, and the competitive environment (including strengths and weaknesses of major competitors).
- d) *Identification and evaluation of alternative strategies.* Based on the situation analysis, several (2-4) alternatives (i.e., addressing the marketing problem identified in section [b]) should be proposed. Each alternative should have a strategic orientation, be mutually-exclusive (i.e., different from each other) and be feasible (realistic and achievable). These strategies should be consistent with the situational analyses. Each alternative should be evaluated individually, in terms of the pros/cons (advantages/disadvantages), and if possible, include expense/revenue and profit/loss projections, in the short and medium-terms.
- e) *Recommendation and rationale.* Choose the alternative that is best suited to the resolution of the stated problem. Clearly explain your rationale for selecting this alternative over the others proposed in part (d).
- f) *Plan of action and implementation.* Provide a step-by-step action plan of what has to be done and by whom according to a detailed time frame (e.g., immediate, short, medium, and long-term).

3.3. Group Assignment #2: Develop a Marketing Plan (25% Written + 5% Oral)

The objective of the term project is to provide you with experience in applying the concepts and methods of marketing to a real-world marketing opportunity, in the form of a marketing plan. A marketing plan is a written

statement of a marketing strategy and the operational and time-related details for carrying out the strategy. The project is to be done in teams (4-6 members, depending on the size of the class). Following a thorough analysis of the marketing situation, each team will create a marketing plan for a 'new' product or service, in an existing product/service category. At the end of the semester, each group will make a short (~15 minute) presentation of their marketing plan to the class. For your product or service, you may choose one of the following options:

- **Option 1 (Market development option):** Find an existing product or service that is successful in a foreign country, which is not currently available in Canada. Your task would be to introduce this product/service to the Canadian market.
- **Option 2 (Entrepreneurial option):** Develop a new product or service, in an existing product/service category. Please note that existing brand names cannot be used.

Project Deadlines: There are three deadlines, so please mark them down in your agendas. Your first task is to form groups of 4-6 members. In most cases (subject to enrollment scheduling) groups will be finalized by Session # 2. One member from each group must send the professor an email containing the names and *UWO email* addresses (____@uwo.ca) of each group member. Each team must then hand in a 1-page paper report (consisting of a description of, and rationale for choosing the product/service) on Session #4, in order to obtain the professor's approval and feedback. The more information that you provide, the more feedback I can offer. During the course of the semester, groups are encouraged to meet with the professor *at least* once for advice on their marketing plan. The complete project is due on the second-to-last class (normally on Session # 12). Each group must hand in two (2) paper copies *and* email 1 electronic copy (mclevela@uwo.ca), of the complete project. In grading your project, I will pay close attention to the realism, clarity, thoroughness, and originality of the written marketing plan. I will give you details later during the semester concerning what I am looking for regarding the oral presentation of your research project (scheduled for the last regularly-scheduled session), but basically, I will evaluate the ability of your group to clearly communicate to your fellow classmates the salient points of your proposed marketing plan.

Special Instructions: Projects should represent a professional effort, in content, structure, and presentation. A good way to think about this project is to imagine that your team will actually be implementing this plan for real; alternatively you might imagine that your team has been hired as consultants, in order to develop a marketing plan. You are expected to do outside secondary research for this project. This would include, for example, finding and analyzing demographic information that is related to the size/location of the target markets for this product or service, information on the competition, distribution channels, promotional options and costs, etc. This may also include relevant academic and/or trade journal sources. You must provide proper citations for *all* sources (see handout on citation scheme). Assume current/real (2015) dollars throughout. Clearly state the rationale (and/or source) behind any other assumptions that you may make. Cite all sources of information (i.e., provide references): all facts in the report must be substantiated except those that are obviously common knowledge. Use footnotes/endnotes where necessary, and include a bibliography. Ensure that all material included is relevant and appropriate for the situation at hand.

Breakdown of Overall Grading Scheme

The following weights will be assigned for each course evaluation component:

Grading Weights for Evaluation Components		
Mid-Term Exam	20%	<i>50% Individual-based</i>
Final Exam	30%	
Written Marketing Plan	20%	<i>50% Group-based</i>
Oral Presentation: Marketing Plan	5%	
Group Case Assignment	25%	
TOTAL	100%	

4.0. SEQUENCE OF COURSE TOPICS

Pay close attention to pages assigned for each set of readings. The course outline and schedule are subject to change at the discretion of the course instructor.

Week 1 (September 16): Introduction to Marketing Management

- Introduction to the course, review of the course syllabus, discussion of the case and marketing plan project
- Defining marketing, history of marketing, perspectives on marketing
- The marketing mix
- **In-Class Activities:** *Mini-Cases/Marketing in the News, Video or seminar presentation*
- *PLEASE FORM GROUPS OF 4-6 STUDENTS (depending on class enrolment) FOR GROUP ACTIVITIES.*

Readings: Textbook Chapter 1 (all)

Week 2 (September 23): Marketing Research

- Collecting information and forecasting demand
- Nature, sources, and uses of primary and secondary data
- Overview of marketing research methods
- **In-Class Activities:** *Appraisals of Marketing Research*
- *GROUP LISTS ARE FINALIZED TODAY.*

Readings: Textbook Chapter 3 (pp. 62-69), Chapter 4 (pp. 92-110)

Week 3 (September 30): Consumer & Business Markets, Part 1

- Loyalty and customer relationship management
- Analyzing consumer markets, psychological processes
- **In-Class Activities:** *Marketing in the News, Video or seminar presentation*

Readings: Textbook Chapter 5 (pp. 116-136), Chapter 6 (pp. 144-157); Trade Journal Article: Jones, T.O. & Sasser, E. (1995), "Why Satisfied Customers Defect," *Harvard Business Review*, November-December, 1-14.

Week 4 (October 7): Consumer & Business Markets, Part 2

- Psychological processes (continued), consumer decision Making
- Analyzing business markets
- **In-Class Activities:** *Marketing in the News, Video or seminar presentation*

Readings: Textbook Chapter 6 (pp. 157-170), Chapter 7 (pp. 174-183, pp. 194-196).

Week 5 (October 14): Consumer & Business Markets, Part 3

- The macroenvironment
- Identifying market segments
- Target marketing and positioning
- **In-Class Activity:** *Practice Case Workshop #1 (working in groups)*

Readings: Textbook Chapter 3 (pp. 70-79); Chapter 8 (all)

DUE: 1-page report: Description/Rationale for Product/Service chosen for Marketing Plan (Term Project).

Week 6 (October 21): Designing Marketing Strategies & Plans

- Customer value
- Corporate and division strategic planning

In-Class Activities: *Practice Case Workshop #1*

Readings: Textbook Chapter 2 (pp. 30-51), Practice Case (TBA: must be read prior to class)

Week 7 (October 28): Midterm Exam: In class, 2 hours (timed).

- Closed-book. Corresponding to assigned topics/readings for Weeks 1-6 inclusive, as well as in-class discussions/activities.
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Week 8 (November 4): Product & Brand Management, Part 1

- Creating brand equity
- Brand positioning
- **In-Class Activities:** *Practice Case Workshop #2*

Readings: Textbook Chapter 9 (all), Chapter 10 (pp. 258-273).

Week 9 (November 11): Product & Brand Management, Part 2

- The product life-cycle
- Setting the product strategy

DUE: CASE REPORT. Each group must submit one electronic copy (email to professor) in Adobe pdf format (1 document, complete), as well as 2 paper copies.

Readings: Textbook Chapter 11 (pp. 280-298), Chapter 12 (all)

Week 10 (November 18): Services, Pricing Strategies & Mental Accounting

- Theories on pricing
- Deriving and managing pricing
- Psychology of pricing and mental accounting
- **In-Class Activities:** *Video or seminar presentation, Discussion of academic journal article*

Readings: Textbook Chapter 13 (pp. 330-337, 345-349), Chapter 14 (pp. 356-379), Academic Journal Article: Thaler, R. (1985), "Mental Accounting and Consumer Choice," *Marketing Science*, Vol. 4, No. 3, 199-214.

Week 11 (November 25): Place, Logistics & the Value Chain

- Designing and Managing Integrated Marketing Channels
- Retailing & Wholesaling
- **In-Class Activities:** *Marketing in the News, Video presentation*

Readings: Textbook Chapter 15 (pp. 384-406), Chapter 16 (pp. 412-430).

Week 12 (December 2): Integrated Marketing Communications

- Overview of the promotional mix
- Designing and managing integrated marketing communications
- Broadcasting: advertising, publicity and sales promotion
- **In-Class Activities:** *Marketing in the News, Video or seminar presentation*

DUE: Friday December 4, 12:00pm: Written Marketing Plans. Each group must submit two paper copies & send one electronic copy (one document, in Adobe pdf format) to the Professor (mclevela@uwo.ca).

Readings: Textbook Chapter 17 (all), Chapter 18 (all), Chapter 19 (pp. 504-511).

Week 13 (December 9): Conclusions and Group Presentations

- **In-class Activities:** *post-hoc perspectives on the marketing management course experience (if time permitting), Q&A, Video or seminar presentation*

SCHEDULED: Marketing Plan Presentations. All group members must participate in presentations, time constraints TBA.

DUE: Peer Evaluation Forms (Optional), Presentation slides (hand-in paper copy to Professor)

During final exam period (December 11-22, 2015): FINAL EXAM

- 3 hours, closed-book. **Location, time, data: TBA**
 - **CUMULATIVE** → Corresponding to topics covered in weeks 1-13. This includes assigned text chapters, and assigned supplementary materials, and classroom discussions.
 - **WEIGHTED**, with emphasis on post-midterm topics (approximately 20% pre-midterm topics, and 80% post midterm topics)
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5.0. CODE OF CONDUCT:

Students should come to all classes, and actively contribute to class sessions. This means that *materials assigned must be reviewed prior to attending class*. The objective of the lectures and discussions will be to enhance comprehension of the material, and not to merely review concepts and definitions. Given time constraints, some information will be covered relatively quickly, allowing more time for examples, discussion, and other activities. Students are encouraged to ask questions, to share experiences and examples, and to challenge the boundaries of the concepts and theories, with respect to the topics covered during class sessions. To this end I recommend that you carefully prepare a few questions and/or observations before class. All students are expected to contribute to assigned group activities.

Please adopt a professional approach to all email/texting communications. If for some reason you are unable to come to class, please send a brief courtesy note and explanation (via email: mcleve1a@uwo.ca) to the professor beforehand.

Late submissions of any course material are generally not accepted, unless there are extraordinary circumstances (such as illness) that are acceptable to the course instructor.

Please take note of the following information relating to plagiarism, cheating, academic policies, and in-class conduct.

Plagiarism: *"Students must write their own essays and assignments in their own words. Whenever students take an idea, or a passage from another author, they must acknowledge their debt both by using quotation marks where appropriate and by proper referencing such as footnotes or citations. Plagiarism is a major academic offence."* (see Scholastic Offence Policy in the Western Academic Calendar)."

Plagiarism Checking: *"All required papers may be subject for textual similarity review to the commercial plagiarism software under license to the University for the detection of plagiarism. All papers submitted will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between the University of Western Ontario and Turnitin.com (<http://www.turnitin.com>)."*

Academic Cheating: *"Computer-marked multiple-choice tests and/or exams may be subject to submission review by software that will check for unusual coincidences in answer patterns that may indicate cheating."*

Other Relevant Academic Policies/Regulations: *All students are advised to refer to the Academic Calendar and other relevant documentation for other relevant academic policies and regulations (e.g., academic cheating, attendance, etc.).*

5.1. Code of Behavior within the Classroom

Students are expected attend all classes, and to remain in attendance throughout the entire class. All students are responsible for all course material. Material covered in lectures will not always be the same as material covered in the textbook. These two sources should be viewed as complimentary and not redundant. As such, students who want to do well in this course are *strongly encouraged* to attend lectures on a regular basis. Research shows that failure to attend class can have a negative impact on one's grade. Please note that the instructor will not be providing copies of lectures notes or overheads. Therefore, if you miss a lecture, you should try to obtain this material from another student.

It is also expected that students will remain focused on the activities during the class. *Disruptive talking will not be tolerated*. If you bring a laptop/handheld device to class and decide to check email/chat/surf, etc., you will be asked to leave the room. Cell phones shall not be used (nor should they be left on) during class. Failure to abide by these basic courtesies will negatively impact your grade.

If you, as an individual student, find it necessary to leave the classroom during a lecture and/or presentation, do so quietly (i.e., for an emergency that cannot wait until the end of the class). If you return to a class that is still in progress, do so quietly. Groups of students leaving (and/or returning) together while a class is in progress will not be tolerated. To avoid unnecessary distractions, please arrive to each class on time.

In this class, some students may be unaware that their private discussions are distracting to other people. If you feel that students are distracting your attention from the material, then you should ask them to be quiet. If you feel uncomfortable doing this (or the problem persists), then please see the instructor. In addition, please avoid engaging in private discussions with other students during the lectures.

6.0. GENERAL INFORMATION

Accessibility Statement: DAN Management and Organizational Studies strives at all times to provide accessibility to all faculty, staff, students and visitors in a way that respects the dignity and independence of people with disabilities. Please contact the course instructor if you require material in an alternate format or if you require any other arrangements to make this course more accessible to you. You may wish to contact Services for Students with Disabilities (SSD) at 661-2111 extension 82147 for any specific questions regarding an accommodation. More information about "Accessibility at Western" is available at: <http://accessibility.uwo.ca>.

1. University Policy Regarding Illness

The University recognizes that a student's ability to meet his/her academic responsibilities may, on occasion, be impaired by medical illness. Illness may be acute (short term), or it may be chronic (long term), or chronic with acute episodes. The University further recognizes that medical situations are deeply personal and respects the need for privacy and confidentiality in these matters. However, **in order to ensure fairness and consistency for all students, academic accommodation for work representing 10% or more of the student's overall grade in the course shall be granted only in those cases where there is documentation supplied (see below for process) indicating that the student was seriously affected by illness and could not reasonably be expected to meet his/her academic responsibilities.**

Documentation shall be submitted, as soon as possible, to the appropriate Dean's office (the Office of the Dean of the student's Faculty of registration/home Faculty) together with a request for relief specifying the nature of the accommodation being requested. These documents will be retained in the student's file, and will be held in confidence in accordance with the University's Official Student Record Information Privacy Policy:

[<http://www.uwo.ca/univsec/handbook/general/privacy.pdf>].

Once the petition and supporting documents have been received and assessed, appropriate academic accommodation shall be determined by the Dean's Office in consultation with the student's instructor(s). Academic accommodation may include extension of deadlines, waiver of attendance requirements for classes/labs/tutorials, arranging Special Exams or Incompletes, re-weighting course requirements, or granting late withdrawals without academic penalty.

Academic accommodation shall be granted only where the documentation indicates that the onset, duration and severity of the illness are such that the student could not reasonably be expected to complete his/her academic responsibilities. (Note: it will not be sufficient to provide documentation indicating simply that the student was seen for a medical reason or was ill.) A form to be completed by off-campus physicians is available at: <http://counselling.ssc.uwo.ca/forms/medicalNote.pdf>

Whenever possible, students who require academic accommodation should provide notification and documentation **in advance of due dates, examinations**, etc. Students must follow up with their professors and their *Academic Counselling* office in a timely manner.

In the case of a final examination in the course, the student must arrange for a Special Examination or Incomplete through their Dean's office, for which you will be required to provide acceptable documentation.

If you feel that you have a medical or personal problem that is interfering with your work, you should contact your instructor and the Faculty Academic Counselling Office as soon as possible. Problems may then be documented and possible arrangements to assist you can be discussed at the time of occurrence rather than on a retroactive basis. In general, retroactive requests for grade revisions on medical or compassionate grounds will not be considered.

2. University Policy on Cheating and Academic Misconduct

- 2.1. **Cheating on exams will not be tolerated;** students are referred to the university policy on scholastic offenses (see section 3.0 below). Looking at the test of another student, allowing another student to view your exam, or obtaining information about a test in advance are all examples of cheating. Students found cheating will receive a zero (0%) on that exam. A number of safeguards will be employed to discourage cheating. For example, examination supervisors

(proctors) of the tests may ask students to move to another seat during the exam, cover their paper, avert their eyes from other students' papers, remove baseball caps, etc. This is not meant as a personal affront nor as an accusation of cheating, rather as vigilant attempts at proctoring. A copy of guidelines about how to avoid cheating can be obtained from the office of the Ombudsperson, Room 3135 WSSB, (519) 661-3573.

2.2. Students are responsible for understanding the nature of and avoiding the occurrence of plagiarism and other academic offenses. Students are urged to read the section on Scholastic Offenses in the Academic Calendar. Note that such offenses include plagiarism, cheating on an examination, submitting false or fraudulent assignments or credentials, impersonating a candidate, or submitting for credit in any course without the knowledge and approval of the instructor to whom it is submitted, any academic work for which credit has previously been obtained or is being sought in another course in the University or elsewhere. If you are in doubt about whether what you are doing is inappropriate, consult your instructor. **A claim that "you didn't know it was wrong" will not be accepted as an excuse.**

2.3. The **penalties** for a student guilty of a scholastic offense include refusal of a passing grade in the assignment, refusal of a passing grade in the course, suspension from the University, and expulsion from the University.

3. Procedures For Appealing Academic Evaluations

In the first instance, all appeals of a grade must be made to the course instructor (informal consultation). If the student is not satisfied with the decision of the course instructor, a written appeal must be sent to the Assistant Program Director or Designate of the BMOS program. If the response of the Assistant Director is considered unsatisfactory to the student, he/she may then appeal to the Dean of the Faculty in which the course of program was taken. Only after receiving a final decision from the Dean, may a student appeal to the Senate Review Board Academic. A Guide to Appeals is available from the Ombudsperson's Office.

4. Support Services

The Registrar's office can be accessed for Student Support Services at <http://www.registrar.uwo.ca> Student Support Services (including the services provided by the USC listed here) can be reached at: <http://westernusc.ca/services/>). Students who are in emotional/mental distress should refer to Mental Health@Western <http://www.uwo.ca/uwocom/mentalhealth/> for a complete list of options about how to obtain help."

For The University of Western Ontario Senate Regulations, please see the Handbook of Academic and Scholarship Policy at: <http://www.uwo.ca/univsec/handbook/>

BIOGRAPHICAL SKETCH OF DR. MARK CLEVELAND

Dr. Mark Cleveland (PhD, MSc, BComm, *John Molson School of Business*, at *Concordia University*, Montréal, Canada) is the *Dancap Private Equity Professor of Consumer Behavior*, and an Associate Professor of Marketing (with tenure), in the DAN Management department (Faculty of Social Sciences), at the *University of Western Ontario* (London, Ontario, Canada). He also taught at the *John Molson School of Business* (*Concordia University*, Montréal), *HEC-Montréal* (*Université de Montréal*), *Euromed School of Management* (Marseille), and *Kedge Business School* (Marseille). He was also a Visiting Professor at *Vienna University of Economics and Business*. As coordinator of the Consumer Behavior area, Dr. Cleveland teaches numerous courses at the graduate and undergraduate levels. He is an Associate Editor for the *International Marketing Review*, and serves as an ad-hoc reviewer for numerous journals.

His research spans several areas of marketing, with a special focus on cross-cultural consumer behavior; globalization, ethnic/social identity and acculturation; culture and decision-making; cosmopolitanism, materialism and consumer ethnocentrism; international market segmentation; services marketing, green marketing, gift-giving, advertising, psychometrics and scale development, as well as branding and internet shopping behavior. To date, Dr. Cleveland has published 29 journal articles, numerous book chapters, and a book on global consumer culture. His work appears in the *Journal of International Marketing*, the *International Marketing Review*, the *Journal of Business Research*, *Psychology & Marketing*, the *Journal of Interactive Marketing*, the *Journal of Economic Psychology*, the *International Journal of Advertising*, the *International Journal of Intercultural Relations*, the *Journal of Consumer Marketing*, the *Journal of Strategic Marketing*, the *Journal of Consumer Behavior*, the *Canadian Journal of Administrative Sciences*, and the *Journal of International Consumer Marketing*. His research has been presented at 31 conferences spanning 5 continents. He has conducted research on consumers living in 22 countries: the Americas (Canada, United States, Mexico, and Chile), Europe (United Kingdom, France, Germany, Slovakia, Sweden, Netherlands, Austria, Hungary, and Greece), and Asia (India, Taiwan, China, Korea, Japan, Thailand, Iran, Lebanon, and Turkey). Dr. Cleveland's cumulative scholarly work has more than 1500 citations on *Google Scholar*, and he has received numerous awards for his research contributions.

Link to Dr. Cleveland's research articles: <http://scholar.google.ca/citations?user=WWMNNIMAAAAJ>