

## **SUMMARY**

I am currently Professor of Marketing at Marquette University. I served as Dean of the College of Business Administration, Marquette University from July 2015 until June 2019. Previously, I was Dean of the Williams College of Business, Xavier University. And prior to serving as Dean, I was the Steber Professor and Department Chair of Marketing, Saint Louis University. I have many years of progressive management experience, extensive publications, and award-winning teaching. Professional and academic career includes brand management, new product introduction, advertising development, publication in top journals, multiple awards for excellence in teaching, international teaching, executive education, marketing and brand strategy consulting, and non-profit board of director experience including board president.

## **EDUCATION**

<b>Doctor of Philosophy in Business Administration, 1993</b> Major: Marketing Minor: Psychology	<b>University of South Carolina</b>
<b>Master of Business Administration, 1985</b>	<b>University of Texas at Austin</b>
<b>Bachelor of Science in Advertising with Honors, 1982</b>	<b>University of Texas at Austin</b>

## **ACADEMIC EXPERIENCE**

### **MARQUETTE UNIVERSITY** **Milwaukee, WI**

#### ***Professor of Marketing*** ***2019 – current***

Areas of teaching expertise: advertising, branding, marketing strategy  
Research interests: brand authenticity, brand clarity, creativity

#### ***Dean, College of Business Administration and Professor of Marketing*** ***2015 - 2019***

Lead and manage the College of Business Administration, consisting of 70 full-time faculty (5 departments, 3 centers), 35 staff with 500 graduate and 1,700 UG students. Responsibilities include strategic planning, faculty and staff development, budget management, fund and friend raising, representing the College of Business Administration in the Milwaukee community, representing the College of Business Administration within Marquette University and participating on senior leadership teams, and day-to-day problem-solving.

#### **Key accomplishments:**

- Approximately \$30MM in gift commitments for a new business school building
- Development of strategic plan
- New Loebel Family Women in Business speaker series (with naming gift commitment)
- Thorough revision of portfolio of graduate business programs
- New UG major in Business Analytics
- Revision of UG business core
- Launch of new Sales Program and Commercial Banking Program
- New Brennan Family Master Teacher Award (with naming commitment)
- Development and launch of student-run business program
- Increase summer research funding and other faculty-development grant programs
- Expansion and diversification of college Dean's advisory board
- Implementation of Executive Co-Teaching model
- Led successful renewal of AACSB accreditation

**XAVIER UNIVERSITY**  
**Cincinnati, OH*****Dean, Williams College of Business and Professor of Marketing***  
**2012 - 2015**

Led and managed the Williams College of Business, consisting of 60 full-time faculty (6 departments, 4 centers and an executive education division), 30 staff with 600 MBA and 1,200 UG students. Responsibilities include strategic planning, faculty and staff development, budget management, fund and friend raising, representing the Williams College of Business in the Cincinnati community, representing the Williams College of Business within Xavier University and participating on senior leadership teams, and, of course, day-to-day problem-solving.

**Key accomplishments:**

- Development and implementation of Williams College of Business strategic plan
- Development and implementation of a student-run business program
- \$5MM gift to endow the Sedler Family Center for Experiential Learning
- Revision of policies to reinforce merit-based culture
- Curriculum revision of MBA and Executive MBA programs to increase market competitiveness
- Initiation of UG Peer Leader Program and Service Leadership Certificate
- Integration of Xavier's Executive Education division into the Williams College of Business and significant increase in profitability
- Led successful AACSB reaccreditation
- Re-engaged Dean's Board of Executive Advisors
- Development of MS in Accountancy

**SAINT LOUIS UNIVERSITY**  
**St. Louis, MO*****Steber Professor and Department Chair—Marketing***  
**2003 - 2012**

Led and managed department of 9 full-time faculty, pool of adjunct faculty, and Ph.D. program. Responsibilities included department leadership, faculty development, performance and salary review, department budget management, scheduling, supervision and hiring of adjunct faculty, student career advising, and student issue resolution.

**Key accomplishments:**

- Revitalization of department advisory board resulting in a larger, more active and energized advisory board
- Revision of undergraduate electives structure resulting in an innovative track structure
- Development of a cross-disciplinary program in sports business
- Led department through assessment
- Implementation of research symposium series
- Strengthening Ph.D. program
- Led a task force recommending options for School of Business entry into executive education

***Professor (Steber Professor of Marketing)*****2007 – 2012**

Taught MBA marketing strategy and advertising and executive masters' courses. Supervised dissertations, facilitated teaching effectiveness workshops, oversaw independent studies, student internships, and MBA marketing plans for area businesses

**Associate Professor****2001 – 2007**

Taught MBA marketing strategy and advertising and undergraduate advertising courses. Supervised dissertations, facilitated teaching effectiveness workshops, oversaw independent studies, student internships, and MBA marketing plans for area businesses.

**Assistant Professor****1995 - 2001**

Taught MBA marketing strategy and advertising and undergraduate advertising courses. Supervised dissertations, facilitate teaching effectiveness workshops, oversaw independent studies, student internships, and MBA marketing plans for area businesses.

**Teaching Awards and Faculty Awards:**

- John Cook School of Business Alumni Distinguished Faculty Award, 2010
- Beta Gamma Sigma Outstanding Teacher Award, 1997, 2001, 2005, 2009
- 2001 Class Full-time MBA Program Favorite Teacher Award
- Society for Marketing Advances Great Teacher, 1998

**LOYOLA UNIVERSITY****Chicago, IL****Special Assistant to the Dean and Visiting Professor****2010 - 2011**

Taught graduate and undergraduate classes in branding and marketing communication. Led the development of an Honors Program for SBA students. Led the development of a plan to increase SBA student participation at the Rome Center. Created an advisory board for the MS IMC program to look at ways of strengthening the program.

**DREXEL UNIVERSITY****Philadelphia, PA****Assistant Professor****1992 - 1995**

Taught undergraduate courses in Advertising and graduate courses in Principles of Marketing and Marketing Management Cases, Seminar in Marketing Management. Also served on various College committees:

- Drexel College of Business Teaching Effectiveness Committee, Chair
- Drexel College of Business Computer Usage Committee
- Drexel College of Business Academic Standing Committee
- Drexel College of Business Humanities and Social Science Curriculum Committee, Chair,
- Faculty Adviser, Graduate Business Association

**Teaching Award:**

- Distinguished Professor, Graduate Business Association, 1994

**UNIVERSITY OF SOUTH CAROLINA**  
**Columbia, SC*****Instructor******1989 - 1992***

Taught undergraduate courses: Principles of Marketing and Marketing Management

**UNIVERSITY OF TEXAS AT AUSTIN**  
**Austin, TX*****Part Time Instructor and Teaching Assistant******1982 - 1985***

Taught COBOL programming course.

**Teaching Award:**

- College of Business Teaching Excellence Award, 1985

**PROFESSIONAL EXPERIENCE****PURINA**  
**St. Louis, Missouri*****Product Manager, Grocery Products Division******1985 - 1988***

Profit and loss responsibility for marketing, promotion, and advertising programs for assigned brands. Managed advertising and promotion budgets in excess of \$10 million. Additional responsibilities included the development of the annual strategic business/marketing plan, business analysis, and the development of all brand promotional materials.

## Key accomplishments:

- Developed over ten national print and TV advertising executions for three different brands
- Introduced one of the most successful new products, nationally, including developing the brand's positioning, pricing, promotion, and copy strategies

***Marketing Intern, Grocery Products Division******Summer 1983***

Conducted a series of promotion analyses for improving the future effectiveness (sales, merchandising activity, and profits) of both trade and consumer promotion. Analyzed the low-price competitive market and formulated a series of recommendations on increasing corporate penetration against this growing market.

**RACKES, INC.**  
**Columbia, SC**

*Marketing Research Consultant*

*1989 - 1992*

Served as a consultant on a variety of marketing research projects including the development of an on-going customer satisfaction tracking system and the design of a marketing information system.

**COMPUTERS TO GO**  
**Austin, TX**

*Advertising Manager (Part-time)*

*1981 - 1982*

Developed the creative concepts and wrote both the print and radio advertising. Also was responsible for the scheduling and placement of the advertising.

**CONSULTING EXPERIENCE**

*Marketing Strategy*

Medicine Shoppe International  
Charter Communication  
Concordia Publishing House  
Sacred Heart Program  
Chesterfield Montessori School  
Squeaky Clean car wash  
AMS Controls  
Mull Engineering Group  
BOA Construction  
Architectural Millwork of St. Louis  
Triumph Pharmaceuticals  
Growmark  
BJC Center for Clinical Excellence  
Regal Ware  
Misericordia University

*Advertising Strategy*

Triumph Pharmaceuticals  
Chesterfield Montessori School  
Medicine Shoppe International

*Marketing Research*

Energizer  
National Animal Control Association  
The Design Source  
AMS Controls  
Squeaky Clean car washes  
Monsanto  
Architectural Millwork of St. Louis

*Expert Witness*

Served as an expert witness in the areas of marketing and promotion for various legal cases

**BOARD EXPERIENCE****SKYLIGHT MUSIC THEATRE***Board President**2020 -- current**Board of Directors**2015 – current***SHARP LITERACY***Board of Directors**2015 – current***CINCINNATI CONTEMPORARY ART CENTER***Board of Directors**2013 – 2015***CINCINNATI WORKS***Board of Directors**2013 – 2015***STELLA MARIS CHILD CENTER***Board Vice-President**2007 - 2010**Board President**2002 - 2007**Board of Directors**1999 - 2010*

Managed and led 15-person board of directors. Managed, led and supervised the Executive Director for the Center and staff of approximately 45 employees, and oversaw \$1.2 million annual budget. Responsibilities included strategic planning, annual budget preparation, working partnership with Executive Director, interaction with funding agencies, tracking and facilitating annual objectives. Oversaw purchase, renovation, and development and fund raising activities to support a \$1.5 million building renovation.

## Key accomplishments:

- Enhanced Center profitability
- Increased staff and teacher pay-low staff turnover
- Increased development activity and fund raising including golf tournament (3 consecutive years) and special events such as karaoke night with St. Louis Rams
- Increased quantity and quality of board members
- Revised and updated brand image
- Led year-long effort to successfully locate, negotiate and purchase new building
- Completed \$1.5 million renovation of former St. Louis Public School building

**STARLITE RUNABOUT***Executive Director**2001-2002*

Managed and led 10-15 volunteer committee members. Responsibilities included providing strategic direction, managing subcommittees, preparation of budget and schedule.

Key accomplishments include: Significant year-over-year increases in runner participation, sponsorship involvement, and funds raised.

**FOREST RELEAF OF MISSOURI**

*Board Member (Marketing Subcommittee)*

2001 - 2003

Led the development of Forest Releaf’s marketing and brand plan.

**RESEARCH**

Primary research interests:

• Associative Learning	• Creativity in Advertising
• Brand Equity	• Celebrity Endorsers

**PUBLICATIONS**

Articles published in the following publications:

• Journal of Marketing Research	• Journal of the Academy of Marketing Science
• Journal of Advertising (including 1998 best paper award)	• Psychology & Marketing
• Journal of Consumer Marketing	• Journal of Product & Brand Management
• Journal of Current Issues and Research in Advertising	• Journal of Advertising Research
• Journal of Marketing Communications	• International Journal of Advertising
• Journal of Brand Management	

Editorial review board member:

• Psychology & Marketing	• Journal for the Advancement of Marketing Education
• Journal of Marketing Communications	• Journal of Advertising
• International Journal of Advertising	

**OTHER HONORS AND AWARDS**

- Who’s Who Among America’s Teachers
- 1991 AMA Consortium Fellow
- University of South Carolina National Doctoral Fellowship
- Beta Gamma Sigma honor society
- Phi Kappa Phi honor society
  
- Alpha Lambda Delta honor society
- Golden Key National Honor Society
- Selected to team representing University of Texas in 1982 AAF advertising competition

**OTHER PERSONAL AND PROFESSIONAL TRAINING AND CERTIFICATION**

***Professional***

Certified in use and interpretation of the Myers-Briggs Type Indicator

***Leadership Training***

Landmark Education's Curriculum for Living including Self-Expression and Leadership.

Landmark Education Seminars in Effectiveness, Velocity, Being Extraordinary, and High Performance among others

Coached Landmark Education's Self-Expression and Leadership

***Second Language***

Advanced beginner Spanish student

***Other***

PADI Advanced SCUBA certification

Private Pilot license



## RESEARCH ADDENDUM

### **Books**

The Truth About Creating Brands People Love, 2009, Financial Times Press, with Donna Heckler

### **Book Chapters**

*Managing Non-Traditional Advertising: A Message Processing Framework in Advertising Theory*, 2019, Routledge, with Rick T. Wilson.

*Managing Non-Traditional Advertising: A Message Processing Framework in Advertising Theory*, 2012, Routledge, with Rick T. Wilson.

### **Articles/Proceedings**

#### **Journal Articles**

Baack, Daniel W, Rick T. Wilson and Brian D. Till (2016), "Culture, Development and Advertising Content: An Exploratory Replication and Extension of Past International Advertising Research to Outdoor Advertising," *Marketing Management Journal*, Vol 26 (1), 18-34.

Wilson, Rick T, Daniel W. Baack and Brian D. Till (2015), "Creativity, Attention and the Memory for Brands: An Outdoor Advertising Field Study," *International Journal of Advertising*, Vol 34 (2), 232-261.

Lehnert, Kevin, Brian D. Till and Jose Miguel Ospina (2014), "Advertising Creativity: The Role of Divergence and Meaningfulness," *Journal of Advertising*, Vol 43 (3), 274-285.

Lehnert, Kevin, Brian D. Till and Brad D. Carlson (2013), "Advertising Creativity and Repetition: Recall, Wearout and Wearin Effects," *International Journal of Advertising*, Vol 32 (2), 211-231. **Best Paper Award**

Wilson, Rick T. and Brian D. Till (2013), "Recall of Pre-Show Cinema Advertising: A Message Processing Perspective," *Journal of Marketing Communications*, Vol 19 (1), 1-21.

Zdravkovic, Srdan and Brian D. Till (2012), "Enhancing Brand Image via Sponsorship: Strength of Association Effects," *International Journal of Advertising*, Vol 31 (1), 113-132.

Wilson, Rick T. and Brian D. Till (2012), "Targeting of Outdoor Alcohol Advertising: A Study Across Ethnic and Income Groups," *Journal of Current Issues and Research in Advertising*, Vol 33 (2), 267-281.

Till, Brian D., Srdan Zdravkovic and Bob Morrison (2011), "M-B Indicator and Advertising Careers," *Journal for Advancement of Marketing Education*, Vol 17, 28-38.

Till, Brian D., Daniel W. Baack and Brian M. Waterman (2011), "Strategic Brand Association Maps: Developing Brand Insight," *Journal of Product & Brand Management*, Vol. 20(2), 92-100.

Wilson, Rick T. and Brian D. Till (2011), "Product Placements in Movies and on Broadway: A Field Study," *International Journal of Advertising*, Vol. 30(3), 373-398.

Yim, Mark Yi-Cheon, Seung-Chul Yoo, Brian D. Till and Matthew S. Eastin (2010), "In-Store Video Advertising: In-Market Field Data," *Journal of Advertising Research*, December, 100-116.

Priluck, Randi and Brian D. Till (2010), "Comparing a Customer-Based Brand Equity Scale with the Implicit Association Test in Examining Consumer Responses to Brands," *Journal of Brand Management*, 17 (6), 413-428.

### Articles/Proceedings (continued)

- Fisher, J.E., B.D. Till and S. Stanley (2010), "Signaling Trust in Print Advertisements: An Empirical Investigation," *Journal of Marketing Communications*, 16 (3), 133-147.
- Baack, Daniel, Rick T. Wilson, and Brian D. Till (2008), "Creativity and Memory Effects: Recall, Recognition and an Exploration of Non-Traditional Media," *Journal of Advertising*, Vol. 37 (4), 85-94.
- Wilson, Rick T. and Brian D. Till (2008), "Airport Advertising Effectiveness: An Exploratory Field Study," *Journal of Advertising*, Vol. 37 (1), 59-72.
- Till, Brian D., Randi Priluck, and Sarah M. Stanley (2008), "Classical Conditioning and Celebrity Endorsers: An Examination of Belongingness and Resistance to Extinction," *Psychology & Marketing*, Vol. 25 (2), 183-201.
- Wilson, Rick T. and Brian D. Till (2007), "Direct-to-Consumer Pharmaceutical Advertising: Building and Testing a Model for Advertising Effectiveness," *Journal of Advertising Research*, Vol. 47 (3), 270-282.
- Till, Brian D. and Daniel Baack (2005), "Recall and Persuasion: Does Creative Advertising Matter?" *Journal of Advertising*, Vol. 34 (3), 47-57.
- Washburn, Judith H., Brian D. Till, and Randi Priluck, (2004), "Brand Alliance and Customer-Based Brand Equity Effects" *Psychology & Marketing*, Vol. 21 (7), 487-508.
- Priluck, Randi and Brian D. Till (2004), "The Role of Contingency Awareness, Involvement, and Need for Cognition in Attitude Formation," *Journal of the Academy of Marketing Science*, Vol 32 (3), 329-344.
- Srinivasan, S. and Brian D. Till (2002), "Evaluation of Search, Experience, and Credence Attributes: Role of Brand Name and Product Trial," *Journal of Product & Brand Management*, Vol. 11 (7), 417-429.
- Till, Brian D. and Randi Priluck (2001), "Conditioning of Meaning in Advertising: Brand Gender Perception Effects," *Journal of Current Issues and Research in Advertising*, Vol. 23 (2), 1-8.
- Till, Brian D. (2001), "Managing Athlete Endorser Image: The Effect of Endorsed Product," *Sport Marketing Quarterly*, Vol. 10 (1), 35-42.
- Till, Brian D. and Michael Busler (2000), "The Match-Up Hypothesis: Physical Attraction, Expertise, and the Role of Fit on Brand Attitude, Purchase Intent, and Brand Beliefs," *Journal of Advertising*, Vol. 29 (3), 1-13.
- Washburn, Judith H., Brian D. Till and Randi Priluck (2000), "Co-Branding: Brand Equity and Trial Effects," *Journal of Consumer Marketing*, Vol. 17 (7), 591-602.
- Till, Brian D. and Linda I. Nowak (2000), "Toward Effective Use of Cause-Related Marketing Alliances," *Journal of Product & Brand Management*, Vol. 9 (7), 472-482.
- Till, Brian D. and Randi Lynn Priluck (2000), "Stimulus Generalization in Classical Conditioning: An Initial Investigation and Extension," *Psychology & Marketing*, Vol. 17 (1), 55-72.
- Till, Brian D. (1998), "Using Celebrity Endorsers Effectively: Lessons from Associative Learning," *Journal of Product & Brand Management*, Vol. 7 (5), 400-407.
- Till, Brian D. and Michael Busler (1998), "Matching Products with Endorsers: Attractiveness versus Expertise," *Journal of Consumer Marketing*, Vol. 15 (6), 576-584.
- Till, Brian D. and Terence A. Shimp (1998), "Endorsers in Advertising: The Case of Negative Celebrity Information," *Journal of Advertising*, Vol. 27 (1), 67-82. **Best Paper Award**

### **Articles/Proceedings (continued)**

Grossman, Randi Priluck and Brian D. Till (1998), "The Persistence of Classically Conditioned Brand Attitudes," *Journal of Advertising*, Vol. 27(1), 23-31.

Rose, Randall L., Paul W. Miniard, Michael J. Barone, Kenneth C. Manning, and Brian D. Till (1993), "When Persuasion Goes Undetected: The Case of Comparative Advertising," *Journal of Marketing Research*, Vol. 30 (August), 315-330.

### **Refereed Proceedings:**

Lehnert, Kevin, Kyle Coble, Brian D. Till, Mark Arnold (2021), "Exploring Advertising Creativity and Interference: Can Creative Ads Cut Through the Noise?," *Academy of Marketing Science* (forthcoming).

Baack, Daniel W., Rick Wilson and Brian D. Till (2012), "Culture, Development, and Advertising Content: An Exploratory Replication and Extension," in *Proceedings of the American Academy of Advertising*, forthcoming.

Wilson, Rick, Daniel W. Baack and Brian D. Till (2011), "Outdoor Advertising Recognition Effects: Attention and the Distracted Driver," in *Proceedings of the American Academy of Advertising*, 162-163.

Yim, Mark Yi-Cheon, Seung-Chul Yoo and Brian D. Till (2011), "How Hedonic Consumers Behave in a Utilitarian Retail Store," in *Proceedings of the American Academy of Advertising*, 159.

Wilson, Rick and Brian D. Till (2009), "From Hollywood to Broadway: A Field Study of the Effectiveness of Product Placements," in *Proceedings of the AMA Summer Educators' Conference*, forthcoming.

Zdravkovic, Srdan and Brian D. Till (2009), "Sponsorship as a Brand Enhancer: Impact of Congruence and Frequency on Transfer of Associations," in *Proceedings of the AMA Summer Educators' Conference*, 23-24.

Yi-Cheon Yim, Mark, Seung Chul Yoo, Brian D. Till, Matthew Eastin, and Hyun Hong Kim (2009), "Effectiveness of In-Store Video Advertising: An Exploratory Field Study," in *Proceedings of the American Academy of Advertising*, 17.

Wilson, Rick T. and Brian D. Till (2008), "Background Influences for Outdoor Advertising: Brand Attitude, Beliefs, and Purchase Intent," in *Proceedings of the American Academy of Advertising*, 145-147.

Wilson, Rick T., Daniel Baack, and Brian D. Till (2008), "Out-of-Home but Not Out-of-Mind: Advertising Creativity and Recall," in *Proceedings of the American Academy of Advertising*, 105-110.

Baack, Daniel and Brian D. Till (2008), "Advertising Focus and Brand Association Strength: What is the Effect of Cross-Target Interference?" in *Proceedings of the AMA Winter Educators' Conference*, 166-167.

Till, Brian D., Srdan Zdravkovic, and Robert Morrison (2007), "Myers-Briggs Type Indicator and Advertising Agency Professionals," in *Proceedings of the American Academy of Advertising*, 79.

Wilson, Rick T. and Brian D. Till (2007), "Building and Testing a Model for Direct-to-Consumer Pharmaceutical Advertising Effectiveness," in *Proceedings of the American Academy of Advertising*, 220.

Till, B.D., D. Baack, P. Magnusson, S. Zdravkovic, and D. Baack (2007), "The Concept of Brand Equity: A Review of Empirical Research from 1992 to Present," *Academy of Marketing Educators Southwest*.

### **Articles/Proceedings (continued)**

Wilson, Rick T. and Brian D. Till (2006), "Airport Advertising: A Field Project," in *Proceedings of the American Academy of Advertising*, 255.

Till, Brian D., Sarah Haas, and Randi Priluck (2006), "Understanding Celebrity Endorsement: A Classical Conditioning Approach," in *Proceedings of the AMA Winter Educators' Conference*, 241-242.

Swaminathan, Srinivasan, Brian D. Till, and Sylvia Long-Tolbert (2005), "Product Attribute Evaluations: Understanding the Role of Consumer Experience and Halo Effects," in *Proceedings of Association for Consumer Research*, 678-679.

Till, Brian D. and Daniel Baack (2005), "Creativity in Advertising: Purchase Intent and Brand Attitude Effects," in *Proceedings of the AMA Winter Educators' Conference*, 159-160.

Till, Brian D. and Daniel Baack (2004), "Do Advertising Awards Matter? Delayed Recall Effects," in *Proceedings of American Academy of Advertising*, 133.

Till, Brian D. and Daniel Baack (2004), "Creativity in Advertising: Recall Effects," in *Proceedings of the AMA Winter Educators' Conference*, 159-160.

Washburn, Judith H., Brian D. Till, Randi Priluck, and Paul D. Boughton (2000), "The Effect of Co-branding on Search, Experience, and Credence Attribute Ratings Before and After Product Trial," in *Proceedings of the AMA Summer Educators' Conference*, 117-118.

Priluck, Randi and Brian D. Till (2000), "The Resistance of Classically Conditioned Brand Attitudes," in *Proceedings of the AMA Summer Educators' Conference*, 119.

Washburn, Judith H., Brian D. Till, Randi Priluck, and Paul D. Boughton (2000), "The Effect of Co-branding on the Brand Equity of Constituent and Composite Brands Before and After Trial," in *Proceedings of the Academy of Marketing Science*, forthcoming.

Grossman, Randi Priluck and Brian D. Till (1999), "Are Attitudes Formulated Via Classical Conditioning Resistant to Attack?" in *Proceedings of the Society for Marketing Advances*, 40-43.

Till, Brian D. and Randi Priluck Grossman (1999), "Classical Conditioning of Gender Perception of Brands," in *Proceedings of the AMA Summer Educators' Conference*, 4-5.

Srinivasan, S. and Brian D. Till (1999), "Impact of Brand Name on Product Attribute and Quality Perceptions: Does Need for Cognition and Experience with the Product Category Matter?" in *Proceedings of the AMA Summer Educators' Conference*, 32-33.

Till, Brian D. (1999), "The Effect of Endorsed Product on Endorser Image," in *Proceedings of the AMA Winter Educators' Conference*, 203.

Till, Brian D. (1998), "Experiential Learning in Marketing Management," in *Proceedings of the Society for Marketing Advances*, 1.

Till, Brian D. and Michael Busler (1997), "Celebrity Endorsements: The Match-Up Hypothesis Re-examined," in *Proceedings of AMA Winter Educators' Conference*, 108.

Grossman, Randi G. and Brian D. Till (1997), "Attitudes Formulated Via Classical Conditioning: Transitory or Enduring?," in *Proceedings of AMA Winter Educators' Conference*, 173.

Till, Brian D. and Chantal Viger (1997), "Price Setting in a Dynamic Environment: The Impact of Quality Cost Savings, Buyer Sensitivity, Market Competitiveness, and Position of Firm," in *Proceedings of the Annual Meeting of the Southern Marketing Association*, 321-325.

### **Articles/Proceedings (continued)**

Till, Brian D. (1996), "Negative Publicity and the Endorsed Brand: The Moderating Effect of Association Strength and Timing of Negative Publicity," in *Proceedings of Conference of American Academy of Advertising*, 191-192.

Grossman, Randi Priluck and Brian D. Till (1996), "The Role of Involvement and Need for Cognition in Classical Conditioning: An Empirical Investigation," in *Proceedings of AMA Summer Educators' Conference*, 55-56.

Srinivasan, Srin S. and Brian D. Till (1996), "Brand Name as a Quality Signal: Attribute Type and Product Experience Effects," in *Proceedings of AMA Summer Educators' Conference*, 51-52.

Till, Brian D. and Randi Priluck Grossman (1996), "Stimulus Generalization in Classical Conditioning: An Initial Investigation," presented at the *Association for Consumer Research*.

Till, Brian D. and Terence A. Shimp (1995), "Can Negative Celebrity Information Hurt the Endorsed Brand?" in *Proceedings of AMA Winter Educators' Conference*, 154-155.

Till, Brian D. (1994), "Market Segmentation Across Borders in a Global Marketplace," in *Proceedings of Annual American Society for Competiveness*, 79-83.

Miniard, Paul W., Randall L. Rose, and Brian D. Till (1992), "Factors Moderating the Effectiveness of Comparative Advertising: An Elaboration Likelihood Model Perspective," in *Proceedings of the AMA Winter Educators' Conference*, 375-383.

Till, Brian D. (1992), "Consumer-Object Relations: Stages of Development and Dissolution," in *Proceedings of the Annual Southern Marketing Association Conference*, 10-15.

Kaicker, Ajit and Brian D. Till (1991), "The Framing Effect: Attribute Information and Product Experience," in *Proceedings of the AMA Winter Educators' Conference*, 404-410.