

JOHN CRAIG ANDREWS
Professor and Charles H. Kellstadt Chair in Marketing
Marquette University
Curriculum Vitae

OFFICE ADDRESS:

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EDUCATIONAL BACKGROUND:

Ph.D.	University of South Carolina, 1985 Major: Marketing Dissertation Title: Chairman: Dr. Terence A. Shimp	Minor: Multivariate Analysis "Tests of the Elaboration Likelihood Model Involving Persuasive Marketing Communications"
M.B.A.	University of South Carolina, 1980 Curriculum emphasis: Finance, Marketing	
B.S.	Clarion University of Pennsylvania, 1978 Major: Marketing, Management	

ACADEMIC EXPERIENCE:

Positions Held, Courses Taught, Areas of Specialization:

August 1984 - Present	Marquette University (Assistant Professor of Marketing, August 1984 - July 1991; Associate Professor of Marketing, August 1991- Feb. 1997; Professor of Marketing, February 1997 - present; Professor and Charles H. Kellstadt Chair in Marketing, August 1998 - present) Courses : Marketing and Public Policy (MBA, EXBU, undergraduate), Marketing Management (MBA and undergraduate), Integrated Marketing Communications (MBA and undergraduate), Industrial Marketing, Principles of Marketing
January 1983 - May 1984	University of South Carolina (Teaching Assistant; Department of Marketing) Courses: Industrial Marketing, Marketing Management (full course responsibility)
August 1980 - May 1982	Clarion University of Pennsylvania (Instructor, Department of Marketing) Courses: Industrial Marketing, Principles of Marketing, Marketing Management

August 1979 - Dec. 1979 University of South Carolina
(Teaching Assistant) Course: FORTRAN

Other Related Employment:

Oct. 2008 – present Member, Food & Drug Administration’s Risk Communication Advisory Committee, Rockville, MD.

July 2003 – Jan. 2005 Behavior Change Expert Panel for the National Youth Anti-Drug Media Campaign in conjunction with the White House’s Office of National Drug Control Policy, Partnership for a Drug Free America, and Ogilvy & Mather ad agency, New York, NY

Dec. 2000- Dec. 2002 Advisor to Wisconsin Tobacco Control Board (WTCB), Madison, WI

June 1999 Fitzgerald & Co. advertising agency, Atlanta, GA (Advertising Educational Foundation Visiting Professor)

June 1995 Coca-Cola Foods, Houston, TX (Advertising Educational Foundation Visiting Professor)

July 1992 - July 1993 Federal Trade Commission, Washington, DC (Sabbatical) (Consumer Research Specialist)

June 1984 - August 1984;
June 1982 - December 1983;
January 1980 - August 1980;
August 1978 - August 1979;
University of South Carolina
(Research Assistant)
Department of Marketing: Professors
Bearden and Shimp

RESEARCH INTERESTS:

Advertising and Consumer Research
Public Policy and Public Health Issues
Cross-Cultural Advertising Research

PUBLICATIONS AND OTHER SCHOLARLY ACTIVITIES:

Refereed Journal Articles and Book Chapters:

“Copy Test Methods to Pretest Advertisements,” (with Cornelia Pechmann) (forthcoming) in Wiley International Encyclopedia of Marketing, v. 4, Jagdish Sheth and Naresh K. Maholtra, Editors-in-Chief, West Sussex, UK: John Wiley & Sons, Ltd., 2011.

“Warnings and Disclosures” (Chapter 9) (forthcoming), in Evidence-Based Communication of Risk and Benefits: A Users Guide, Baruch Fischhoff, Noel Brewer, and Julie Downs, eds., Silver Spring, MD: U.S. Food & Drug Administration, 2011.

“Understanding How Graphic Visual Warnings Work on Cigarette Packages” (with Jeremy Kees, Scot Burton, and John Kozup), Journal of Public Policy & Marketing, 29 (2), 2010, pp. 265-276.

“Can Corrective Ad Statements Based on U.S. v. Philip Morris USA Inc. Affect Consumer Beliefs About Smoking?,” (with Andrea Tangari, Scot Burton, and Jeremy Kees), Journal of Public Policy & Marketing, 29 (2), 2010, pp. 153-169.

- “Segmentation in Social Marketing: Insights from the European Union's Multicountry, Antismoking Campaign,” (with Gianfranco Walsh, Louise Hassan, and Edward Shiu), European Journal of Marketing, . 44 (7/8), 2010, pp. 1140-1164.
- “Methodological Issues and Challenges in Conducting Social Impact Evaluations” (Chapter 12) (with Cornelia Pechmann) in Scaling Social Impact: New Thinking, Paul N. Bloom and Edward Skloot, eds., New York: Palgrave Macmillan, 2010, pp. 217-234
- “The Nutrition Elite: Do Only the Highest Levels of Caloric Knowledge, Obesity Knowledge, and Motivation Matter in Processing Nutrition Ad Claims and Disclosures?” (with Richard G. Netemeyer and Scot Burton), Journal of Public Policy & Marketing, v. 28 (Spring), 2009, pp. 41-55.
- “Covert Marketing Unmasked: A Legal and Regulatory Guide for Practices that Mask Marketing Messages” (with Ross Petty), Journal of Public Policy & Marketing, v. 27 (Spring), 2008, pp. 7-18.
- “How Do Anti-Tobacco Campaign Advertising and Smoking Status Affect Beliefs and Intentions? Some Similarities and Differences Between Adults and Adolescents” (with Andrea Tangari, Scot Burton, and Richard G. Netemeyer), Journal of Public Policy & Marketing, v. 26 (Spring), 2007, pp. 60-74.
- “Consumer Protection,” in Explorations in Marketing and Society, Gregory T. Gundlach, Lauren Block, and William L. Wilkie, eds., Mason, OH: Thomson Southwestern, 2007, pp. 302-322.
- “Effects of Alternative Cigarette Warning Messages and Graphic Visuals on Packaging: Implications for the Framework Convention on Tobacco Control” (with Scot Burton and Jeremy Kees), Journal of Public Policy & Marketing, v. 25 (Fall), 2006, pp. 212-223.
- “Examining the Cross-National Applicability of Multi-Item, Multi-Dimensional Measures using Generalizability Theory,” (with Srinivas Durvasula, Richard Netemeyer, and Steven Lysonski), Journal of International Business Studies, 37, 2006, pp. 469-483.
- “Entertainment Industry Ratings Disclosures and the Clear and Conspicuous Standard,” (with Mariea Grubbs Hoy), Journal of Consumer Affairs, Summer 2006, pp. 116-143.
- “The Effects of Anti-Smoking Beliefs Advertising Beliefs on Adult Smokers’ Consideration of Quitting Smoking” (with Richard Netemeyer and Scot Burton), American Journal of Public Health, 95 (7), July 2005, pp. 1062-1066.
- “Adherence of Prime-Time Television Advertising Disclosures to the “Clear and Conspicuous Standard”: 1990 vs. 2002,” (with Mariea Grubbs Hoy), Journal of Public Policy & Marketing, 23 (Fall) 2004, pp. 170-182.
- “Understanding Adolescents Intentions to Smoke: An Examination of Relationships among Social Influence, Prior Trial Behavior, and Anti-Tobacco Campaign Advertising,” (with Richard G. Netemeyer, Scot Burton, D. Paul Moberg, and Ann Christiansen), Journal of Marketing, 68 (July), 2004, pp. 110-123..
- “Health Risks, Past Usage, and Intention to Use Weight Loss Products in Normal Weight Women with High and Low Body Dysphoria: An Ad Processing Study,” (with Brooke Whisenhunt, Donald Williamson, and Richard Netemeyer), Journal of International Eating Disorders, 8 (2), 2003, pp. 114-123.

- "The Use of Marketing Knowledge in Formulating and Enforcing Consumer Protection Policy," The Handbook of Marketing and Society (Chapter 1), Paul N. Bloom and Gregory T. Gundlach, eds., Thousand Oaks, CA: Sage Publications, 2001, pp. 1-33.
- "Are Some Comparative Nutrition Claims Misleading? The Role of Nutrition Knowledge, Ad Claim Type, and Disclosure Conditions," (with Scot Burton and Richard Netemeyer), (Winter 2000), Journal of Advertising, pp. 29-42.
- "Modeling Potential Psychological Risk Factors of Pathological Gambling," (with Scot Burton and Richard Netemeyer), Journal of Applied Social Psychology, V. 30 (10), 2000, pp. 2058-2078.
- "Nutrition Ad Claims and Disclosures: Interaction and Mediation Effects for Consumer Evaluation of the Brand and the Ad," (with Scot Burton and Richard Netemeyer), Marketing Letters, V. 11 (3), 2000, pp. 1-13.
- "The Role of Qualifying Language on Consumer Perceptions of Environmental Claims," (with Thomas Maronick), Journal of Consumer Affairs, V.33 (2), Winter 1999, pp 297-320.
- "Consumer Generalization of Nutrient Content Claims in Advertising" (with Richard Netemeyer and Scot Burton), Journal of Marketing, V.62 (October), 1998, pp. 62-75.
- "The Effects of Nutrition Package Claims, Nutrition Facts Panels, and Motivation Process Nutrition Information on Consumer Product Evaluations," (with Scott Keller, Mike Landry, Jeanne Olson, Anne Velliquette, and Scot Burton), Journal of Public Policy & Marketing, V.16 (Fall), 1997, pp. 256-269. (Finalist for the Outstanding *JPP&M* article from 1997-1999.)
- "A Cross-Cultural Comparison of Ethnocentrism in the U.S. and Russia," (with Srinivas Durvasula and Richard Netemeyer), Journal of International Consumer Marketing, V.9 (4), 1997, pp. 73-93.
- "Advertising Beliefs and Attitudes: Are Students and General Consumers Indeed Different?" (with Srinivas Durvasula, Subhash Mehta, and Steven Lysonski), Journal of Asian Business, V. 13 (1), 1997, pp. 71-84.
- "An Examination of Age, Product Nutrition, and Nutrition Label Effects on Consumer Perceptions and Product Evaluations," (with Scot Burton), The Journal of Consumer Affairs, V. 30 (Summer), 1996, pp. 68-89.
- "Alcohol Warning Label Effects: Socialization, Addiction, and Public Policy Issues," (with Richard Netemeyer), in Marketing and Consumer Behavior in the Public Interest, R. Hill, ed., Newbury Park, CA: Sage Publications, 1996 pp. 135-175 (Chapter 9) (A chapter and expanded version of the ABS article).
- "Advertising Research Issues from FTC Versus Stouffer Foods Corp.," (with Tom Maronick), Journal of Public Policy & Marketing, V. 14 (Fall), 1995, pp. 301-309. (Also reprinted in the Advertising Law Anthology, V.18 (II), 1995, pp. 21-31.)
- "The Effectiveness of Alcohol Warning Labels: A Review and Extension," (1995) American Behavioral Scientist, V. 38 (February), pp. 622-632.
- "The Influence of Retail Store Environment on Brand Evaluation," (1994) (with Syed Akhter and Srinivas Durvasula), Journal of Retailing and Consumer Studies, V. 1(2), pp. 67-76. (Also a summary is reprinted in Stores: Retailing Review, October 1995, pp. 4-5.)

- "Testing the Cross-National Applicability of U.S. and Russian Advertising Beliefs and Attitudes" (with Srinivas Durvasula and Richard Netemeyer), (1994), Journal of Advertising, Vol. 23 (1), pp. 71-82.
- "The Role of Cognitive Responses as Mediators of Alcohol Warning Label Effects" (with Richard Netemeyer and Srinivas Durvasula), (1993) Journal of Public Policy & Marketing, Vol. 12, (Spring), pp. 57-68.
- "Defining, Operationalizing, and Using Involvement in Advertising Research: A Review" (with Darrel Muehling and Russell Laczniak), (1993), Journal of Current Issues & Research in Advertising, Vol. 15 (Spring), pp. 21-57.
- "Assessing the Cross-National Applicability of Consumer Behavior Models: A Model of Attitude Toward Advertising in General" (with Srinivas Durvasula, Steven Lysonski, and Richard Netemeyer), (1993), Journal of Consumer Research, Vol. 19 (March), pp. 626-636.
- "A Note on the Generalizability of a Scale for Profiling Consumers' Decision-Making Styles" (with Steven Lysonski and Srinivas Durvasula) (1993), The Journal of Consumer Affairs, Vol. 27 (Summer), pp. 55-65.
- "STORELOC: A Retail Store Location Model Based on Managerial Judgements" (with Srinivas Durvasula and Subhash Sharma), (1992), Journal of Retailing, Vol. 68 (Winter), pp. 420-444. (Finalist for best article of 1992)
- "The Effects of Advertising Distinctiveness and Message Content Involvement on Cognitive and Affective Responses to Advertising" (with Syed Akhter, Srinivas Durvasula, and Darrel Muehling) (1992), Journal of Current Issues & Research in Advertising, Vol. 14 (Spring), pp. 45-58.
- "Effects of Consumption Frequency on Believability and Attitudes Toward Alcohol Warning Labels" (with Richard Netemeyer and Srinivas Durvasula) (1991), The Journal of Consumer Affairs, 25 (Winter), pp. 323-338.
- "Understanding Cross-Cultural Student Perceptions of Advertising in General: Implications for Advertising Educators and Practitioners" (with Steven Lysonski and Srinivas Durvasula) (1991), Journal of Advertising, Vol. 20(2), pp.15-28.
- "Believability and Attitudes Toward Alcohol Warning Label Information: The Role of Persuasive Communications Theory" (with Richard Netemeyer and Srinivas Durvasula) (1990), Journal of Public Policy & Marketing, Vol. 9, pp. 1-15.
- "A Framework for Conceptualizing and Measuring the Involvement Construct in Advertising Research" (with Srinivas Durvasula and Syed Akhter) (1990), Journal of Advertising, Vol. 19(4), pp. 27-40. (Finalist for best article of 1990)
- "Effects of Involvement, Argument Strength, and Source Characteristics on Central and Peripheral Processing of Print Advertising" (with Terence A. Shimp) (1990), Psychology & Marketing, Vol. 7(3), pp. 195-214.
- "An Experiential Approach for the Integration of Ethical Analysis into Marketing Coursework" (with William Gaidis) (1990), Journal of Marketing Education, Summer, pp. 3-9. (Best article of 1990)
- "Management of Experiential Learning Projects in Marketing Coursework" (with William Gaidis) (1990), Journal of Marketing Education, Summer, pp. 49-60.

"The Dimensionality of Beliefs Toward Advertising in General" (1989), Journal of Advertising, Vol. 18(1), pp. 26-35. (Finalist for best article of 1989)

"Influence on Brand Evaluation: Consumers' Behavior and Marketing Strategies," (with Humayun Akhter and Richard Riordan) (1987), Journal of Consumer Marketing, Vol. 4 (3), pp. 67-76 .

"Strategic Sales Planning for Small Business," (with J.P. Grunenwald) (1982), Northwest Pennsylvania Business and Economic Review, Winter.

Invited Reviews and Issue Overview Articles:

"Reflections on my 'Tour of Duty' as a *JPPM* Editor," (forthcoming) Journal of Public Policy & Marketing, (invited), Spring 2011.

"Editor's Statement," (as outgoing editor) Journal of Public Policy & Marketing, V.20 (Fall), 2001, forthcoming.

"Editor's Statement," (as incoming editor) Journal of Public Policy & Marketing, V.18 (Spring), 1999, pp. 1-2.

"Warnings & Disclosures: Special Editor's Note," Journal of Public Policy & Marketing, V.17 (Spring), 1998, pp. 1-2.

"The Role of Consumer Research Evidence in Recent National Advertising Regulation," Advertising Law Anthology, V.19 (I), January - June, 1996, pp. xix - xxvii.

Textbook Under Contract:

Advertising, Promotion, and Other Aspects of Integrated Marketing Communications, 9th edition, Mason, OH: South-Western Cengage Learning, estimated 2012.

National Edited Conference Proceedings:

Emerging Issues and Challenges in Public Policy, 2003 Marketing & Public Policy Conference, Washington, DC, May 29-31, 2003, pp. 1-181 (co-edited conference proceedings book with Scot Burton and Michael Mazis)

National Refereed Proceedings Articles:

"Methodological Challenges in Conducting Social Impact Research"(with Cornelia Pechmann), 2010 Marketing and Public Policy Conference Proceedings, Kenneth C. Manning, Kathleen J. Kelly, and David E. Sprott, eds., v. 20, Chicago, IL: American Marketing Association, pp. 40-41.

"Are We Making "Smart Choices" in Evaluating Front-of-Package Nutrition Icons? Assessing the Effects of Smart Choices Versus Traffic Light – Guideline Daily Amounts" (with Scot Burton), 2010 Marketing & Public Policy Conference Proceedings, Kenneth C. Manning, Kathleen J. Kelly, and David E. Sprott, eds., v. 20, Chicago, IL: American Marketing Association, pp. 100-101.

"The Effects of Adolescent Age and Anti-Tobacco Ad Campaign Attitudes on Anti-Smoking Beliefs and Intentions to Smoke," (with Richard G. Netemeyer and Scot Burton) 2009 Marketing & Public Policy Conference Proceedings, Elizabeth S. Moore, Janis K. Pappalardo, and William L. Wilkie, eds., v. 19, Chicago, IL: American Marketing Association, pp. 62-63.

- “Insights and Challenges in Studying the Effects of Anti-Smoking Ad Campaigns and other Transformational Consumer Research,” (with Scot Burton and Richard Netemeyer) (2009), Advances in Consumer Research, v. 36, Duluth, MN: Association for Consumer Research, pp. 144-145.
- “The Potential Effects of Corrective Advertising on Consumer Beliefs Mandated by *U.S. vs. Philip Morris USA, Inc.* (2006),” (with Andrea Tangari, Brook Plack, and Scot Burton), 2008 AMA Winter Educators’ Conference Proceedings: Marketing Theory and Application, Tom Brown and Zeynep Gurhan-Canli, eds. v. 19, Chicago, IL: American Marketing Association, pp. 229-230. (best paper in Marketing & Society track).
- “Current Issues and Research on Obesity: What Do Consumers Really Know and Do They Use Nutrition Information?,” (special session summary), 2007 Marketing & Public Policy Conference Proceedings, Manoj Hastak, John L. Swasy, and Sonya A. Grier, eds., Chicago, IL: American Marketing Association, pp. 20-21.
- “The Role of Caloric/Obesity Knowledge and BMI in Processing Nutrition Ad Claims, Disclosures, and Revised Nutrition Facts Panels,” (with Richard Netemeyer and Scot Burton), 2007 Marketing & Public Policy Conference Proceedings, Manoj Hastak, John L. Swasy, and Sonya A. Grier, eds., Chicago, IL: American Marketing Association, pp. 25-26.
- “Effects of Smoker Status and Integrated Anti-Tobacco Campaign Advertising on Adult Antismoking Beliefs and Intentions to Quit Smoking,” (with Andrea Tangari, Scot Burton, Richard Netemeyer, and Jeremy Kees), 2006 Marketing & Public Policy Conference Proceedings, Ingrid Martin, David Stewart, and Michael Kamins, Eds., Chicago, IL: American Marketing Association, pp. 32-33.
- “An Examination of the Effects of Emotion-Laden Messages and Graphic Visuals on Cigarette Warning Label Effectiveness,” (with Jeremy Kees and Scot Burton), 2004 AMA Winter Educators’ Conference Proceedings, Chicago, IL: American Marketing Association, pp. 37-38.
- “An Evaluation of Media-Content Rating Disclosures in the Entertainment Industry,” (with Mariea Hoy), 2004 American Academy of Advertising Conference Proceedings, p. 200.
- “The Impact of the FTC and NAD on Companies’ Adherence to the Clear and Conspicuous Standard in Televised Advertising Disclosures,” (with Mariea Hoy), 2003 Marketing & Public Policy Conference Proceedings, Scot Burton, Craig Andrews, and Michael Mazis, eds., Chicago, IL: American Marketing Association, pp. 16-18. (reviewed under Scot Burton).
- “An Evaluation of Televised Advertising Disclosures According to the Clear and Conspicuous Standard: Replication and Extension,” (with Mariea Hoy and Michael Stankey), 2002 Marketing & Public Policy Conference Proceedings, Les Carlson and Russ Lacznik, eds., Chicago, IL: American Marketing Association, pp. 120-121.
- “Three Decades of Marketing Academics at the FTC: Successes and Missed Opportunities,” (with Debra Scammon), 2001 Marketing & Public Policy Conference Proceedings, Ronald Paul Hill and Charles R. Taylor, eds., V. 11, Chicago, IL: American Marketing Association, pp. 70-71.
- “Can Disclosures be Effective as Remedies in Advertising and Consumer Protection?” (with Scot Burton), 1999 Marketing & Public Policy Conference Proceedings, Gregory T. Gundlach, William L. Wilkie, and Patrick E. Murphy, eds., Chicago, IL: American Marketing Association, p. 84.
- “The Use of Marketing Knowledge in Formulating and Enforcing Consumer Protection Policy,” 1999 Marketing & Public Policy Conference Proceedings, Gregory T. Gundlach, William L. Wilkie, and Patrick E. Murphy, eds., Chicago, IL: American Marketing Association, p. 34.

- "Recyclable Claims: An Update and Unresolved Issues," (special session summary), 1997 Marketing & Public Policy Conference Proceedings, Easwar Iyer and George Milne, eds., Chicago, IL: American Marketing Association, p.1.
- "A Comparison of Student and General Public Advertising Beliefs and Attitudes" (with Srinivas Durvasula), 1995 Proceedings of the Academy of International Business, Greg Tower, ed., Murdoch University, pp. 193-196.
- "Moderators of Consumer Trait Predictive Ability: A Test Across Trait-Behavior Correlations," (with Richard Netemeyer and William Bearden), 1994 American Marketing Association Educators' Proceedings, Ravi Achrol and Andrew Mitchell, eds., Chicago, IL: American Marketing Association, 284-290.
- "An Examination of the Cross-National Equivalency of Product Involvement Scales," (with Srinivas Durvasula and Gary Bamossy), 1994 American Marketing Association Educators' Proceedings, Ravi Achrol and Andrew Mitchell, eds., Chicago, IL: American Marketing Association, 275-276.
- "Consumer Research and Copy Testing Issues at the Federal Trade Commission," (special session summary), 1994 Marketing & Public Policy Conference Proceedings, Debra J. Ringold, ed., Baltimore, MD: University of Baltimore, p. 71.
- "A Comparison of Three Behavioral Intention Models: The Case of Valentine's Day Gift Giving," (with Richard Netemeyer and Srinivas Durvasula), (1993) Advances in Consumer Research, Vol. 20, Leigh McAlister and Michael L. Rothschild, eds., Provo, UT: Association for Consumer Research, pp. 135-141.
- "U.S. and Russian Students' Thoughts About Advertising in General: Implications for Marketing Educators" (with Srinivas Durvasula and Richard Netemeyer), 1993 AMA Summer Educators' Proceedings, David Cravens and Peter Dickson, eds., Chicago, IL: American Marketing Association, pp. 380-381.
- "An Empirical Analysis of Framing and Characterization Effects Across Advertising Media" (with Srinivas Durvasula and Syed Akhter), 1992 American Academy of Advertising Conference Proceedings, Leonard N. Reid, ed., Athens, GA: The University of Georgia, pp. 25-31.
- "Alcohol Warning Label Issues: From Awareness to Persuasion," (special session summary), 1992 Marketing & Public Policy Conference Proceedings, Paul Bloom and Richard Starr, eds., Chapel Hill, NC: American Marketing Association, p. 91.
- "Cognitive Responses as Mediators of Alcohol Warning Label Effects on Label Attitudes" (with Richard Netemeyer and Srinivas Durvasula), 1992 Marketing & Public Policy Conference Proceedings, Paul Bloom and Richard Starr, eds., Chapel Hill, NC: American Marketing Association, p. 92.
- "A Cross-Cultural Comparison of Consumer Ethnocentrism in the United States and Russia" (with Srinivas Durvasula and Richard Netemeyer), 1992 AMA Summer Educators' Conference Proceedings, Robert Leone and V. Kumar, eds., Chicago, IL: American Marketing Association, pp. 511-512.
- "A Cross-National Study of U.S. Versus Russian Beliefs and Attitudes Toward Advertising in General" (with Srinivas Durvasula and Richard Netemeyer), 1992 AMA Summer Educators' Conference Proceedings, Robert Leone and V. Kumar, eds., Chicago, IL: American Marketing Association, pp. 509-510.
- "The Moderating Effects of 800-Number Information on Attitudes Toward Federally Mandated and

Proposed Alcohol Warning Labels" (with Richard Netemeyer and Srinivas Durvasula), 1991 AMA Summer Educators' Conference Proceedings, Mary C. Gilly et al., eds., Chicago: American Marketing Association, pp. 202-203.

"Examining the Influence of Retail Store Environment on Brand Beliefs, Attitudes, Evaluation, and Intention" (with Syed Akhter and Srinivas Durvasula), 1991 AMA Summer Educators' Conference Proceedings, Mary C. Gilly, et al., eds., Chicago: American Marketing Association, pp. 98-99.

"Suggestions for Manipulating and Measuring Involvement in Advertising Message Content" (with Srinivas Durvasula) (1991), in Advances in Consumer Research, Vol. 18, Rebecca Holman and Michael Solomon, eds., Provo, UT: Association for Consumer Research, pp. 194-201.

"A Cross-Cultural Study of Student Perceptions of Advertising in General" (with Steven Lysonski and Srinivas Durvasula), 1990 AMA Summer Marketing Educators' Conference Proceedings, William Bearden et al., eds., Chicago: American Marketing Association, p. 141.

"Problems Associated with the Use of the Experiential Instructional Strategy in Marketing Coursework" (with William Gaidis), 1989 AMA Summer Marketing Educators' Conference Proceedings, Chicago: American Marketing Association, p. 2.

"A Comparative Study of Beliefs Toward Advertising In General," 1988 AMA Summer Marketing Educators' Conference Proceedings, Gary Frazier et al., ed., Chicago, IL: American Marketing Association, p. 285.

"Motivation, Ability, and Opportunity to Process Information: Conceptual and Experimental Manipulation Issues" (1988), in Advances in Consumer Research, Vol. 15, Michael J. Houston, ed., Provo, UT: Association for Consumer Research, pp. 219-225.

"Advertising and Product Trial Experience: An Examination of the Elaboration Likelihood Model" (1987), in Proceedings of the American Psychological Association (Division 23), Joel G. Saegert, ed., pp. 74-76.

"Social and Political Marketing Issues: Broadening the Scope of Consumer Behavior" (1987), in Advances in Consumer Research, Vol. 14, Melanie Wallendorf and Paul Anderson, eds., Provo, UT: Association for Consumer Research, pp. 519-520.

"Multi-dimensional Scaling: A Compendium" (with Kenneth Traynor), 1984 Academy of Marketing Science Proceedings.

"Factor Analysis: Revisited" (with Kenneth Traynor), 1984 Academy of Marketing Science Proceedings.

Regional Refereed Proceedings:

"Lawyers' Attitudes Toward Legal Service Advertising" (with Joseph P. Grunenwald and Kenneth Traynor), 1983 S.E. AIDS Proceedings, pp. 52-54.

External Grants Awarded:

Marketing Science Institute, Cambridge, MA: 1996 and 1998.

Internal Grants Awarded:

Marquette University, Summer Faculty Fellowship University Grants: 1994, 1996, 1998, 2003, 2005, 2008, and 2010.

Marquette University, College of Business Administration, Miles Fund Grants: 1985, 1986, 1987, 1988, 1989, 1990, 1991, 1992, 1995, 2006, 2007, 2009, and 2011.

Working Papers and Reports:

“Advertising Copy Testing: Issues and Recommendations for the National Youth Anti-Drug Media Campaign” (working group report: Craig Andrews (chair), Michael Slater, Tanya White, Gary Pinheiro, Barbara Delaney), January 2004, for Office of National Drug Control Policy on behalf of the Behavior Change Expert Panel, Ogilvy & Mather, and the Partnership for a Drug-Free America, pp. 1-19, Appendices A-F.

"Consumer Generalization of Nutrient Content Claims in Advertising" (with Richard Netemeyer and Scot Burton) -- Marketing Science Institute, Cambridge, MA, Report #96-115, November 1996, pp. 1-61. The report had been requested and disseminated at the Federal Trade Commission.

Current Work in Progress:

“Is Simpler Always Better? Consumer Evaluations of Front-of-Package Nutrition Symbols” (with Scot Burton and Jeremy Kees), under revision, Journal of Public Policy & Marketing.

"The Role of Health Literacy and Health Motivation in the Comprehension and Intended Use of Revised Prescription Drug Label Information” (with Jeremy Kees, Kala Paul, Terry Davis and Michael Wolf) (data soon to be collected).

“The Effects of Alternative Graphic Visual Tobacco Warnings on Adolescent Processing and Intentions” (with Scot Burton, Richard Netemeyer, and Jeremy Kees) (beginning stages).

Papers Presented at Scholarly Meetings:

National Presentations:

“Are We Making ‘Smart Choices’ in Evaluating Front-of-Package Nutrition Icons? Assessing the Effects of Smart Choices vs. Traffic Light - Guideline Daily Amounts,” 2010 Marketing and Public Policy Conference, Denver, CO, June 2010.

“Illuminating the Domain of Marketing in Society Research: Consumer Protection,” 2009 Marketing and Public Policy Conference, Washington, DC, May 2009.

“Reflections of an “Ex-*JPPM* Editor”,” 2009 Marketing and Public Policy Conference, Washington, DC, May 2009.

“The Effects of Adolescent Age and Anti-Tobacco Ad Campaign Attitudes on Anti-Smoking Beliefs and Intentions to Smoke” (with Richard Netemeyer and Scot Burton), 2009 Marketing and Public Policy Conference, Washington, DC, May 2009.

“Insights and Challenges in Studying the Effects of Anti-Smoking Ad Campaigns and other Transformational Consumer Research,” (with Scot Burton and Richard Netemeyer), 2008 Association for Consumer Research Conference, San Francisco, CA, October 2008.

“Do Higher Levels of Caloric Knowledge, Nutrition Motivation and Disclosures Help to Counteract Misperceptions in Processing Nutrition Ad Claims,” (with Richard Netemeyer and Scot Burton), 2008 Winter AMA Educators’ Conference, Austin, TX, February 2008.

- “The Potential Effects of Corrective Advertising on Consumer Beliefs Mandated by *U.S. vs. Philip Morris USA, Inc.* (2006),” (with Andrea Tangari, Brook Plack, and Scot Burton), 2008 Winter AMA Educators’ Conference, Austin, TX, February 2008.
- “The Role of Caloric/Obesity Knowledge and BMI in Processing Nutrition Ad Claims, Disclosures, and Revised Nutrition Facts Panels,” (with Richard Netemeyer and Scot Burton), 2007 Marketing & Public Policy Conference, Washington, DC, June 2007.
- “Effects of Smoker Status and Integrated Anti-Tobacco Campaign Advertising on Adult Antismoking Beliefs and Intentions to Quit Smoking,” (with Andrea Tangari, Scot Burton, Richard Netemeyer, and Jeremy Kees), 2006 Marketing & Public Policy Conference, Long Beach, CA.
- “Exploring the Challenges of Consumer Protection,” 2006 Winter AMA Conference, St. Petersburg Beach, FL, February 2006.
- “Product Placement and Buzz Marketing: Petitions, Issues and Public Policy Remedies,” 2006 Winter AMA Conference, St. Petersburg Beach, FL, February 2006.
- “Dissemination and Meaningfulness of Marketing and Public Policy Research,” 2005 Winter AMA Conference, San Antonio, TX, February 2005.
- “An Examination of the Effects of Emotion-Laden Messages and Graphic Visuals on Cigarette Warning Label Effectiveness,” (with Jeremy Kees and Scot Burton), 2004 Winter AMA Conference, San Diego, CA, February 2004.
- “Reflections of an ‘Ex-Editor’,” 2003 Summer American Marketing Association Educators’ Conference, Chicago, IL, August 2003.
- “The Impact of the FTC and NAD on Companies’ Adherence to the Clear and Conspicuous Standard in Televised Advertising Disclosures,” (with Mariea Hoy), 2003 Marketing & Public Policy Conference, Washington, DC, May 2003.
- “An Evaluation of Televised Advertising Disclosures According to the Clear and Conspicuous Standard: Replication and Extension,” (with Mariea Hoy), 2002 Marketing & Public Policy Conference, Atlanta, GA, June 2002.
- “Three Decades of FTC Marketing Academics at the FTC: Successes and Missed Opportunities: Panel 3: 1980 – 1994,” 2001 Marketing & Public Policy Conference, Washington, DC, June 2001.
- “Meet the Editors” sessions, presentations on the *Journal of Public Policy & Marketing*; October 2000 (Association for Consumer Research Conference); August 2000 (Summer AMA Educators’ Conference); June 2000 (Marketing & Public Policy Conference); August 1999 (Summer AMA Educators’ Conference); May 1999 (also presented *Journal of Marketing*; Marketing & Public Policy Conference); August 1998 (Summer AMA Educators’ Conference).
- “Can Disclosures be Effective Remedies in Advertising and Consumer Protection?” (with Scot Burton), 1999 Marketing & Public Policy Conference, University of Notre Dame, May 1999.
- “The Use of Marketing Knowledge in Formulating and Enforcing Consumer Protection Policy,” 1999 Marketing & Public Policy Conference, University of Notre Dame, May 1999.
- “Warnings and Disclosures: Opportunities and Cautions for Consumer Researchers,” 1998 Association for Consumer Research Conference (CB – SIG mini-conference), Montreal, Quebec, October 1998.

- "Opportunities for Consumer Research in Public Policy: Current Needs and Future Directions," 1998 Marketing & Public Policy Conference, Washington, DC, June 1998.
- "Consumer Research: Public Policy Needs and Future Directions," 1998 Winter American Marketing Association Educators' Conference, Austin, TX, February 1998.
- "Marketing and Public Policy Coursework: Undergraduate, MBA, and Executive MBA Courses," 1997 Summer American Marketing Association Mini-Conference on "Teaching Marketing and Society Topics: Pedagogy and Curricular Priorities." Sponsored by the Marketing and Society SIG, Chicago, IL, August 1997.
- "Consumer Generalization of Nutrient Content Claims in Advertising," 1995 Summer American Marketing Association Mini-Conference on "Consumer Implications of Nutrition Information Provision." Sponsored by the Marketing and Society SIG, Washington, DC, August 1995.
- "An Examination of the Cross-National Equivalency of Product Involvement Scales," 1994 American Marketing Association Summer Educators' Conference, San Francisco, CA, August 1994.
- "Advertising Copy Testing at the Federal Trade Commission: Issues and Decisions," 1994 Marketing and Public Policy Conference, Washington, DC, May 1994.
- "U.S. and Russian Students' Thoughts About Advertising in General: Implications for Marketing Educators," 1993 American Marketing Association Summer Educators' Conference, Boston, MA, August 1993.
- "A Cross-National Study of U.S. Versus Russian Beliefs and Attitudes Toward Advertising in General," 1992 American Marketing Association Summer Educators' Conference, Chicago, IL, August 1992.
- "Cognitive Responses as Mediators of Alcohol Warning Label Effects on Label Attitudes," 1992 Marketing & Public Policy Conference, Washington, DC, May 1992.
- "The Moderating Effects of 800-Number Information on Attitudes Toward Federally-Mandated and Proposed Alcohol Warning Labels," 1991 American Marketing Association Summer Educators' Conference, San Diego, CA, August 1991.
- "Suggestions for Manipulating and Measuring Involvement in Advertising Message Content," 1990 Association for Consumer Research Conference, New York, NY, October 1990.
- "A Cross-Cultural Study of Student Perceptions of Advertising in General," 1990 American Marketing Association Summer Educators' Conference, Washington, DC, August 1990.
- "Problems and Recommended Solutions Associated with the Use of the Experiential Instructional Strategy in Marketing Coursework," 1989 American Marketing Association Educators' Conference, Chicago, IL, August 1989.
- "A Comparative Study of Beliefs Toward Advertising in General," 1988 American Marketing Association Educators' Conference, San Francisco, CA, August 1988.
- "Motivation, Ability, and Opportunity to Process Information: Conceptual and Experimental Manipulation Issues," 1987 Association for Consumer Research Conference, Boston, MA, October 1987.
- "Tests of the Elaboration Likelihood Model Involving Persuasive Marketing Communications," 1986 American Psychological Association Conference, Washington, DC, August 1986.

Regional Presentations at Scholarly Meetings:

"Lawyers' Attitudes Toward Legal Service Advertising: A Factor Analysis," Southeastern American Institute of Decision Sciences Conference, Williamsburg, VA, February 1983.

Invited Presentations at Government Agencies, Public Health and Academic Institutions:

"Warnings and Disclosures: Do They Really Work? A Recent Test of Graphic Visual Warnings on Tobacco Packages," Boston College, Marketing Department, Chestnut Hill, MA, September 2010.

"Warnings and Disclosures," U.S. Food & Drug Administration, Risk Communication Advisory Committee, Silver Spring, MD, May 2010.

"Advertising Processing by the Elderly, Children, and Minority Consumers," Food & Drug Administration, Risk Communication Advisory Committee, Direct-to-Consumer Prescription Drug Advertising, May 2008, Rockville, MD.

"Ceiling Effects, Demand Artifacts, and Copy Test Sensitivity" (with Mike Slater) (September 2003), "Copy Test Task Force: Agenda and Issues" (November 2003), "Advertising Copy Testing: Issues and Recommendations for the NYAMC" (February 2004), "Measurement Updates: Copy Testing Standing Committee" (May 2004), "Advertising Copy Testing at the NYAMC: Accomplishments, Recommendations, and Recent Results" (with Tanya White) (September 2004), "Advertising Copy Testing for the NYAMC: Overview and Methodology" (December 2004) all at the Behavior Change Expert Panel meetings for the National Anti-Drug Youth Media Campaign, Ogilvy & Mather, New York, NY (September 2003 – February 2004) and Fleishman-Hillard, Washington, DC (May 2004).

"Message Design Factors and Advertising Disclosures," Federal Trade Commission - National Advertising Division Workshop on Effective Disclosures in Advertising, May 22, 2001, Washington, DC. (Also participated in a panel discussion on "What Consumer Research Tells Us About Disclosures." In attendance were the legal counsels from approximately 100 of the top companies in the U.S., as well as representatives from leading ad agencies, FTC and NAD staff.)

"The Use of Marketing Knowledge in Formulating and Enforcing Consumer Protection Policy," and the "Journal of Public Policy & Marketing," both at Villanova University, Philadelphia, PA, April 2001.

Professional Affiliations and Editorial Board Memberships:

American Academy of Advertising

American Marketing Association
(Marketing & Society SIG Chair 1995 -1996; Marketing & Society SIG Board member 1994 - present; Editor, JPP&M, 1998 – 2001; Co-Chair, 2003 Marketing & Public Policy Conference)

Association for Consumer Research

Editor, Journal of Public Policy & Marketing, July 1998 – June 2001.

Editorial Board Member, Journal of Advertising, Journal of Marketing Communications, Journal of Current Research in Advertising, Journal of Public Policy & Marketing.

PROFESSIONAL EXPERIENCE:

Federal Trade Commission, Washington, DC
(June 1992 - July 1993)

Position: Consumer Research Specialist
Division of Advertising Practices
Bureau of Consumer Protection

As a Consumer Research Specialist with the FTC, I served as an advisor to the Commission and its staff on consumer research, marketing research, and advertising issues related to the Commission's advertising mission. In that time, I formulated, planned, and conducted (supervised) copytests and research activities in advertising investigations. This research covered a wide range of case topics, including food advertising, cigarette advertising, and the study of environmental ("green") marketing claims. In addition, I helped conduct focus groups of claims and reviewed focus group data for food advertising and consumer product cases. I provided assistance in the review of research on ad disclosures for 900-number guidelines and in the review of cigarette advertising studies. I also provided assistance in the development of food advertising policy issues as a follow-up to the FDA's regulations from the Nutrition Labeling and Education Act. In addition, I served on joint project advisory committees with the FDA in the study of OTC drug advertising claims and with the AARP in the study of consumer protection concerns with the elderly. In total, I was involved in over 50 matters at the Commission during my tenure there. On June 18, 1993, I received the Federal Trade Commission Award for Meritorious Service from FTC Chair Janet Steiger for my work at the Commission.

Coca-Cola Foods, Houston, TX
(June 1995)

Position: Visiting Professor Program
(Advertising Educational Foundation)

My primary responsibility was providing a set of forecasts of the potential impact of the 1996 Olympic program promotions for each of the Minute Maid businesses. To accomplish this, I worked with the Director of Marketing Services, Minute Maid Brand Managers, the Director of Marketing Research, and the creative promotional teams. I also provided recommendations in Olympic meetings, focus group sessions, sales team meetings, brainstorming, and organizational meetings.

Fitzgerald & Co., Atlanta, GA
(June 1999)

Position: Visiting Professor Program
(Advertising Educational Foundation)

The purpose of this program was to increase one's knowledge about all aspects of the operation of an ad agency and integrated marketing communications. I met and worked with numerous account executives, presidents and vice presidents, media directors, creative directors, production and traffic, Internet firms (MacQuarium), in-house sales promotion (Botsford group) and public relations (Weber) firms. I attended client meetings and media awards ceremonies.

Advisor to Wisconsin Tobacco Control Board (WTCB), Madison, WI
(December 2000- December 2002)

Position: Consultant, Measurement and Evaluation Team

My role was to provide assistance to the WTCB and University of Wisconsin Public Health Group (i.e., Center for Health Policy & Program Evaluation; Comprehensive Cancer Center) in working with the BVK ad agency in the development and evaluation of the state's (b) (4) anti-tobacco campaign aimed at

adolescents and adults. A special focus was placed on assisting with measurement and evaluation issues associated with the campaign.

Behavior Change Expert Panel for the National Youth Anti-Drug Media Campaign, New York, NY
(July 2003 – Jan. 2005)

Position: Consultant, marketing and quantitative analysis, Behavior Change Expert Panel

The Behavior Change Expert Panel (BCEP) for the National Youth Media Campaign (e.g., “The Anti-Drug” ads) works in conjunction with the White House’s Office of National Drug Control Policy, Partnership for a Drug Free America, and Ogilvy & Mather ad agency. Meetings are held approximately five times a year at Ogilvy’s New York office. My role was to provide ongoing ad copy testing and measurement assistance and help with the national tracking study. Assistance on adolescent consumer behavior and anti-drug ad strategies was also provided. I made a total of six presentations to the BCEP group during my tenure on the Campaign. I also served as Chair of the Working Group on Advertising Copy Testing for the Campaign. A major report that I authored (with working group members) was issued in January 2004.

Advisor to the Food & Drug Administration’s Risk Advisory Committee, Rockville, MD
(May 2008 - present)

Position: Consultant

My primary purpose was to provide assistance to the FDA’s Risk Advisory Committee and in their efforts to better understand how consumers process direct-to-consumer prescription drug advertising. A special focus was placed on understanding how potentially vulnerable populations (e.g., elderly, children, minorities) process such DTC prescription drug advertising, including the fair balance of risks and benefits in such communication.

SERVICE ACTIVITIES (University, College, Department, Volunteer, and Other Professional Service available upon request)

SELECTED AWARDS AND HONORS:

Appointment to the Food & Drug Administration, Risk Communication Advisory Board, Rockville, MD, October 1, 2008 for a term ending September 30, 2012.

Best track paper, Marketing & Society track, 2008 Winter American Marketing Association Educators’ Conference, “The Potential Effects of Corrective Advertising on Consumer Beliefs Mandated by *U.S. vs. Philip Morris USA, Inc.* (2006),” (with Andrea Tangari, Brook Plack, and Scot Burton), February 2008.

Journal of Public Policy & Marketing "Reviewer of the Year" for 2005.

Appointment to the Behavior Change Expert Panel for the National Youth Anti-Drug Media Campaign in conjunction with the White House’s Office of National Drug Control Policy, Partnership for a Drug Free America, and Ogilvy & Mather ad agency, New York, NY, July 28, 2003.

Honored for service as Editor of the *Journal of Public Policy & Marketing*, 1998-2001, Marketing & Public Policy Conference, June 1, 2001, Washington, DC.

Finalist for the Outstanding *Journal of Public Policy & Marketing* article for 1997-1999 for "The Effects of Nutrition Package Claims, Nutrition Facts Panels, and Motivation Process Nutrition Information on Consumer Product Evaluations," (with Scott Keller, Mike Landry, Jeanne Olson, Anne

Velliquette, and Scot Burton), Journal of Public Policy & Marketing, V.16 (Fall), 1997, pp. 256-269. (Debra Scammon, former editor of *JPP&M*, handled the voting process.)

Recipient of the Charles H. Kellstadt Endowed Chair in Marketing, correspondence from Dean Dennis Garrett, August 20, 1998. (The Kellstadt Chair in Marketing is for a series of three-year terms and rewards "excellence in teaching and scholarship in the marketing profession.")

Selected as Editor, Journal of Public Policy & Marketing, with a term from July 1, 1998 - June 30, 2001. Correspondence from the American Marketing Association Board of Directors, May 22, 1997.

Finalist for the best Journal of Retailing article for 1992, "STORELOC: A Retail Store Location Model Based on Managerial Judgements" (with Srinivas Durvasula and Subhash Sharma), V. 64(4), 1992, pp. 420-444. (Correspondence: JR Editor, January 25, 1995).

Federal Trade Commission Award for Meritorious Service, Consumer Research Specialist (1992 – 1993), Division of Advertising Practices, Bureau of Consumer Protection, June 18, 1993 from FTC Chair Janet Steiger.

Journal of Public Policy & Marketing "Reviewer of the Year" for 1992.

Marquette University Distinguished Scholar, recognized each year from 1991- present for work in the area of advertising and public policy, warning label research, and journal editorial work.

Finalist for the best Journal of Advertising article of 1990, "A Framework for Conceptualizing and Measuring the Involvement Construct in Advertising Research" (with Syed Akhter and Srinivas Durvasula), Journal of Advertising, Vol. 19(4), 1990, pp. 27-40. (Correspondence: American Academy of Advertising, April 12, 1991)

Best Journal of Marketing Education article of 1990, "An Experiential Approach for the Integration of Ethical Analysis into Marketing Coursework" (with William Gaidis), Journal of Marketing Education, Summer 1990, pp. 3-9. (Correspondence from the Western Marketing Educators Association, March 7, 1991).

Finalist for the best article of 1989 in the Journal of Advertising (Article: "Dimensionality of Beliefs Toward Advertising in General," Journal of Advertising (1989), 18(1), pp. 26-35; Correspondence: American Academy of Advertising, April 12, 1990).

1986 American Psychological Association, Consumer Psychology Division, National Dissertation Award of "Honorable Mention," August 1986.

University of South Carolina Department of Marketing Teaching Award, Spring 1984.