

Dr. Melodie Philhours

Arkansas State University

Mgmt/Mktg

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Education

University of Memphis, 2006.

EDD, Arkansas State University, 2004.

University of Arkansas at Little Rock, 1983.

MBA, Arkansas State University, 1981.

BS, Arkansas State University, 1980.

Professional Positions

Administrative Assignments

Director, College, approximately 200+ hours spent per year. (August 2004 - Present).

Professional

Marketing Consultant, MarketEd LLC. (April 2002 - July 2004).

Instructor, Convisor-Duffy CPA Review. (January 1988 - October 1998).

CPA, Self-employed CPA. (January 1985 - December 1995).

Tax Accountant, Dale E. Coy, CPA. (January 1989 - May 1989).

Licensures and Certifications

Certified Public Accountant.

Professional Memberships

Association of Collegiate Marketing Educators.

North American Case Research Association.

Society for Marketing Advances.

Society for Marketing Advances.

Western Casewriters Association.

American Advertising Federation. (August 2009 - Present).

Development Activities Attended

Workshop, "The Art & Science of Teaching," ASU Interactive Teaching & Technology Center, Jonesboro, AR. (March 13, 2013 - May 1, 2013).

Four Week Training Session, "ITTC Summer Institute - Online Teaching," Interactive Teaching and Technology Center, Jonesboro, AR. (June 7, 2011 - June 30, 2011).

Workshop, "TracDat Assessment Software Training," ASU, Jonesboro, AR. (November 2009).

Workshop, "2nd Life Virtual Environment Workshop," ASU, Jonesboro, AR. (November 4, 2009).

Faculty Focus Group, "The Changing Face of Advertising," McGraw-Hill Irwin, Chicago, IL. (October 23, 2009 - October 24, 2009).

Webinar, "Human at a Distance: The Trust Agent's Guide to the Web," New Marketing Labs/Wiley Faculty Network. (October 22, 2009).

Seminar, "Considering Social Media for your Organization," Arkansas Coalition for Excellence, Jonesboro, AR. (April 2009).

Workshop, "SPINPlus Training," ASU ITTC, Jonesboro, AR. (April 13, 2009).

Conference Attendance, "AACSB Assessment Conference," AACSB, Dallas, TX. (December 4, 2008 - December 6, 2008).

Faculty Study Group, "Study Group for Online Courses," ASU FaCuLTy Center/Assessment Services, Jonesboro, AR. (September 2008 - November 2008).

Presentation, "Connecting the Dots: Effective Principles for Better Brainstorming," American Advertising Federation - NEA Chapter, Jonesboro, AR. (November 6, 2008).

Conference Attendance, "Improving Teaching & Learning: Advances in Higher Education," ASU College of Business, Jonesboro, AR. (October 22, 2008).

Conference Attendance, "AACSB Continuous Improvement Conference," AACSB, Atlanta, GA. (September 21, 2008 - September 23, 2008).

Workshop, "Teaching that Promotes Learning," ASU FaCuLTy Center/Assessment Services, Jonesboro, AR. (September 13, 2007).

Seminar, "Mapping Arkansas Communities: An Introduction to GIS and Community Analysis," Arkansas Small Business Development Center/UALR, Little Rock, AR. (July 12, 2007).

Workshop, "Improving Teaching and Learning with Dr. Harvey Brightman," ASU College of Business, Jonesboro, AR. (April 7, 2007).

Seminar, "Finding Out How Well Our Students Are Learning What We're Teaching: In Introduction to Classroom Assessment," ASU FaCuLTy Center/Assessment Services, Jonesboro, AR. (April 4, 2007).

Seminar, "Making Real the Scholarship of Teaching and Learning: Developing Your Own Classroom Research Agenda," ASU FaCuLTy Center/Assessment Services, Jonesboro, AR. (April 4, 2007).

Workshop, "HLC Academy for Assessment of Student Learning," Higher Learning Commission, Chicago, IL. (February 28, 2007 - March 2, 2007).

Seminar, "Managing to Thrive in the Online Classroom," ASU FaCuLTy Center/Assessment Services, Jonesboro, AR. (January 18, 2007).

Seminar, "Getting Started with Student Learning Assessment," ASU FaCuLTy Center/Assessment Services, Jonesboro, AR. (January 17, 2007).

Continuing Education Program, "Retail Analysis and Development Course," Institute for Economic Development/University of Arkansas at Little Rock, Little Rock, AR. (September 25, 2006 - September 27, 2006).

Workshop, "Designing Courses for More Significant Learning Experiences," ASU FaCuLTy Center/Assessment Services, Jonesboro, AR. (September 14, 2006).

Seminar, "AACSB Applied Assessment Seminar," AACSB, Denver, CO. (June 12, 2006 - June 13, 2006).

Conference Attendance, "AACSB Faculty Conference on Learning," AACSB, St. Pete, FL. (June 7, 2006 - June 9, 2006).

Conference Attendance, "The Teaching Professor Conference," The Teaching Professor, Nashville, TN. (May 19, 2006 - May 21, 2006).

Seminar, "AACSB Assessment Seminar," AACSB, Tampa, FL. (November 16, 2005 - November 17, 2005).

Awards and Honors

Guest Lecturer in Consumer Behavior, Rovaniemi University of Applied Sciences (Finland). (2009).

Faculty Award for Citizenship, ASU College of Business. (2007).

Outstanding Faculty Advisor Award, Arkansas State University. (2007).

College of Business Teaching Award Nominee. (2001).

TEACHING

Teaching Experience

Arkansas State University

2 courses.

MBA 506, Survey of Marketing, 4 courses.

MBA 506V, Survey of Marketing, 15 courses.

MKTG 3013, Marketing, 13 courses.

MKTG 3033, Advertising and Promotion, 15 courses.

MKTG 3043, Retailing, 6 courses.

MKTG 4043, Consumer Behavior, 20 courses.

MKTG 419, Special Problems in Marketing, 1 course.

MKTG 433V, Brand Marketing, 1 course.

MKTG 434V, Sports Marketing, 1 course.

MKTG 4393, Social & Non-Profit Marketing, 1 course.

MKTG 6223, Strategic Marketing, 2 courses.

Directed Student Learning

Undergraduate Honors Thesis, Marketing.
Advised: Elizabeth Morris

Honors Option Project, "Small Town Marketing," Marketing. (August 23, 2010 - Present).
Advised: Sara Dupuy

Honors Option Project, "Zotter Chocolates," Marketing. (January 20, 2010 - May 1, 2010).
Advised: Elizabeth Morris

Undergraduate Honors Thesis, "A Marketing Plan for FBC Student Ministry," Marketing. (May 2008).
Advised: Julianna Lowery

Directed Individual/Independent Study, "An Qualitative Investigation of Small Business Marketing," Marketing. (December 2007).
Advised: Amy Alberson

Honors Option, "Consumer Reaction to the Source of Blame for Childhood Obesity," Marketing. (December 2007).
Advised: Kathy Naylor

Honors Option, "That Bookstore in Blytheville," Marketing. (May 2007).
Advised: Amy Alberson, Kathy Naylor

Awards and Honors

Honors Professor of the Year, The Honors College. (2013).

Guest Lecturer in Brand Management, Salzburg University of Applied Sciences. (2007).

Outstanding Faculty Advisor Nominee, Arkansas State University. (2006).

You Made a Difference" Advisor Award Nominee, Arkansas State University. (2005).

RESEARCH

Published Intellectual Contributions

Refereed Journal Articles

Nonis, S., Hudson, G., Philhours, M., Hu, B. (. K. (in press). Thinking patterns: An exploratory investigation of student perceptions of costs and benefits of college loan debt. *To appear in Journal of Financial Education*.

Philhours, M., Alberson, A. K., Naylor, C. (in press). That Bookstore in Blytheville. *To appear in Marketing Education Review*. www.marketingeducationreview.com

Henley, W., Philhours, M., Ranganathan, S., Bush, A. The Effects of Symbol Product Relevance and Religiosity on Consumer Perceptions of Christian Symbols in Advertising. *Journal of Current Issues and Research in Advertising*, XXXI(1/Spring 2009), 89-103.
www.ctcpres.com/maninfo.html

- Nonis, S., Hudson, G., Philhours, M. (2006). "Where does the time go? A diary approach to Business and Marketing student time use.". *Journal of Marketing Education*, 28(2), 121-134.
- Nonis, S., Hudson, G., Philhours, M., Teng, J. K. (2005). Changes in College Student Composition and Implications for Marketing Education: Revisiting Predictors of Academic Success. *Journal of Business Research*, 58(3), 321-329.
- Nonis, S., Hudson, G., Philhours, M., Syamil, A. (2005). The Impact on Non-intellectual Variables on the Academic Success of Business Students: An Exploratory Study. *Marketing Education Review*, 15(3), 51-64.
- Philhours, M. (1996). Risky Business. *Arkansas Business' Small Business Journal*, p. 18.
- Philhours, M. (1995). A Professional Merry Christmas. *Arkansas Business' Small Business*, p. 7.
- Philhours, M. (1995). Marketing 101. *Arkansas Business' Small Business Journal*, p. 6.

Conference Proceedings

- Welsh, J., Philhours, M., Chappel-Traylor, D. (in press). *Effective Engagement Strategies at Large Comprehensive Institutions: Adjusting Administrative Styles*. Washington DC: Association of American Colleges and Universities.
- Nonis, S., Hudson, G., Philhours, M. (2013). *Re-investigating the Relationships Ability, Personal, and Behavioral Variables Have With Academic Performance: Role of Perception of Clustered Deadlines*. Association of Collegiate Marketing Educators Conference.
- Nonis, S., Philhours, M. (2012). *Clustered Deadlines: An Exploratory Investigation of Timing, Interventions, Performance, & Satisfaction*. Society for Marketing Advances.
- Nonis, S., Hudson, G., Philhours, M., Hu, B. (. K. (2011). In William J. Kehoe and Linda K. Whitten (Ed.), *An Exploratory Investigation of How Student Feelings (Affect) About the Costs and benefits of Debt Influence Important Student Outcomes*. Mobile, AL: Society for Marketing Advances. www.societyformarketingadvances.org
- Henley, W., Philhours, M., Ranganathan, S., Bush, A. (2008). In William J. Kehoe and Linda K. Whitten (Ed.), *Exploring the Ethicality of Using Religious Cues in Advertising* (pp. 189-190). St. Petersburg Beach, FL: Society for Marketing Advances. <http://www.marketingadvances.org/associations/6141/files/SMA%202008%20Proceedings.pdf>
- Fenner, G., Philhours, M. (2008). *Restructuring at Superior Eastern University: Sometimes the Best Intentions Fall Short of Producing the Intended Results*. Durham, NH: North American Case Research Association Annual Conference.
- Nonis, S., Philhours, M., Hudson, G. (2007). *The Banker to the Poor: Dr. Yunus's Vision of Achieving Peace by Reducing Poverty*. North American Case Research Association.
- Philhours, M. (2007). *Marketing in the Public Sector: The Paragould School District*. San Antonio, TX: Society for Marketing Advances.
- Philhours, M., Alberson, A., Naylor, K. (2007). In Patricia Holman & Tom Hinthorne (Ed.), *That Bookstore in Blytheville (Revised (1st ed., vol. 21, pp. 80)*. North American Case Research Association Annual Conference.

- Philhours, M. (2006). *That Bookstore in Blytheville* (pp. 2-page Summary Brief). Society for Marketing Advances.
- Studdard, N., Philhours, M., Torres, H. (2006). *Rural Sourcing, Inc. – An Entrepreneurial Adventure*. San Diego, CA: North American Case Research Association Annual Conference.
- Nonis, S., Philhours, M., Hudson, G. (2005). *Profiling College Students Based on Time-Use: Relationship with Personal, Situational, and Academic Outcome Variables* (pp. 188-189). Association of Collegiate Marketing Educators Annual Conference.
- Philhours, M., Nonis, S., Hudson, G. (2005). *Profiling College Students Based on Time-Use: Relationship with Personal, Situational, and Academic Outcome Variables*. Dallas, TX: Association of Collegiate Marketing Educators, Federation of Business Disciplines.
- Philhours, M. (2004). *The Use of Marketing in Nonprofit Service Organizations: An Investigation of Public School Districts in the United States*. St. Pete Beach, FL: Society for Marketing Advances Conference.
- Nonis, S., Philhours, M., Hudson, G. (2002). *Changes in College Student Composition and Implications for Marketing Education: Revising Predictors of Academic Success*. Society of Marketing Advances Conference.
- Philhours, M., Nonis, S., Hudson, G. (2002). *Changes in College Student Composition and Implications for Marketing Education: “Revising Predictors of Academic Success,”*. St. Pete Beach, FL: Society for Marketing Advances Conference.
- Nonis, S., Philhours, M. (2001). *Exploratory Study on Skill Development in Principles of Marketing Course: Comparison of Non-distance Learning Class, Send Site, and Remote Site* (pp. pp. 197-202). *Advances in Marketing*.
- Philhours, M., Hudson, G. (2001). *Main Street Paragould* (pp. p. 83). North American Case Research Association Annual Meeting.
- Nonis, S., Wright, D., Philhours, M. (2001). *Moderating Effects of Motivation and Optimism on the Relationship Between Ability and Performance Perceptions Among College Students* (pp. pp. 126-127). Society for Marketing Advances.
- Hudson, G., Philhours, M. (1999). *Research, Advertising and Sales Promotion at Richland Dodge, Inc.* (pp. pp. 1-21). North American Cases Research Association.
- Philhours, M., Nonis, S. (1998). *Fish or Cut Bait* (pp. p. 10). Durham: North American Case Research Association.
- Philhours, M. (1994). *“The Greene County Courthouse Preservation Society,”* (pp. p.64). New Orleans, LA: North American Case Research Association.
- Philhours, M., Olson, W., Kumar, K., Frey, L. (1991). *Phillip Morris Company* (pp. p.27). Atlanta, GA: North American Case Research Association.
- Philhours, M., Olson, W. (1989). *Virginia’s Yarn Shop* (pp. p.103). North American Case Research Association.

Journal Articles

- Philhours, M., Olson, W. (1993). *Virginia’s Yarn Shop*. *Case Research Journal*.

Other

Philhours, M. (1998). *Twilight Jazz: A Benefit for the Greene County Courthouse Preservation Society* (pp. c25-c28). Dame Publications.

Philhours, M., Olson, W. (1995). *Virginia's Yarn Shop*. Pinnacle: A Database of Cases and Related Materials available from Primis.

Presentations Given

Fenner, G., Philhours, M., Mahan, S., Marmion-Zinetti, S., Gugenberger, M., Annual Meeting, "Restructuring at South East University: Sometimes the best intentions fall short of producing the intended results," NACRA, Durham, NH. (November 2008).

Olson, W. B., Philhours, M., Frey, L., Kumar, K., Annual Meeting, "Philip Morris Companies, Inc.," North American Case Research Association, Atlanta, Georgia. (1991).

Media Contributions

Newspaper

The Jonesboro Sun. (October 23, 2010).

Contracts, Grants and Sponsored Research

Grant

Philhours, M. (Principal), "Arkanss Biosciences Institute Summer research Grant," Sponsored by Arkansas State University, Federal, \$20,000.00. (2005).

Awards and Honors

McGraw-Hill/Irwin Distinguished Paper Award, Association of Collegiate Marketing Educators. (2005).

SERVICE

Department Service

Initiator and Sometime Facilitator, Brown Bag Wednesday.

Committee Member, Grievance Committee.

Committee Member, Search Committee.

Committee Chair, Graduate Curriculum Committee. (August 23, 2010 - May 15, 2011).

Committee Member, Promotion Retention & Tenure Committee. (August 23, 2010 - May 15, 2011).

Committee Chair, Productivity/Teaching Committee. (May 2010).

Technology Committee. (May 2010).

Committee Chair, Marketing Search Committee. (July 2006 - November 2006).

College Service

Committee Member, Graduate Programs Committee.

Committee Member, Undergraduate Curriculum Committee.

Committee Member, Planning Committee. (September 2005 - Present).

Committee Chair, CoB Assessment Committee. (August 2004 - Present).

Faculty Mentor. (November 2009 - November 2010).

Presenter - CoB Teaching Conference. (October 27, 2010).

Attendee, Meeting, Business Expo. (April 22, 2010).

Faculty Mentor, Rotary/CoB Camp Enterprise. (April 14, 2010).

Presenter - CoB Teaching Conference. (October 28, 2009).

Marketing Coordinator. (August 2005 - December 2007).

Coordinator of 2006 CoB Teaching Conference and Workshop. (April 2006).

Co-Coordinator Inaugural CoB Teaching Conference. (April 2005).

University Service

Co-Chair, HLC Subcommittee III-A. (January 2011 - Present).

Committee Member, Learning Outcomes Assessment Council. (October 15, 2010 - Present).

Committee Member, Student Publications Committee. (August 2004 - Present).

Committee Member, ASU Education and Technology Committee. (2007 - 2010).

Committee Member, ASU Assessment Academy Team. (January 2005 - October 2010).

Attendee, Convocation. (August 22, 2010).

Attendee, Meeting, Keeping it Legal: Current Issues in Copyright. (August 5, 2010).

Committee Member, ASU Development, Communications and Alumni Committee. (August 2008 - May 2010).

Student Recruiter, Junior Discover Diversity. (April 15, 2010).

Committee Member, ASU HLC Focused Visit Assessment Subcommittee. (2005 - 2009).

Committee Member, ASU Enrollment Management Committee. (2005 - 2007).

Committee Member, ASU Instructional Innovativeness Task Force. (2004 - 2007).

Professional Service

Reviewer, Conference Paper, American Marketing Association.

Member, Association of Collegiate Marketing Educators.

Reviewer, Journal Article, Journal of Marketing Theory and Practics.

Reviewer, Conference Paper, Society for Marketing Advances.

Reviewer, Conference Paper, Western Casewriters Association.

Session Chair, Society for Marketing Advances, San Antonio, TX. (2007).

Session Chair, Society for Marketing Advances, Nashville, TN. (2006).

Session Chair, North American Case Research Association, Santa Rosa, CA. (1999).

Session Chair, North American Case Research Association, Durham, NH. (1998).

panelist, Mid-South Marketing Educators Conference, Long Beach, MS. (1996).

Public Service

Board Member, Arkansas Methodist Medical Center Corporation, Paragould, AR.

Area Recruitment Information Chairman, Chi Omega.

Member, Delta Symphony Orchestra Guild.

Officer, Secretary, Greene County Residential Housing Facilities Board, Paragould, AR.

Board Member, Greene County Swim Team, Paragould, AR.

Committee Member, Paragould/Greene County Chamber of Commerce Public Relations committee, Paragould, AR.

Committee Member, Paragould/Greene County Chamber of Commerce Retail Committee, Paragould, AR.

Member, Statewide Nine West Grant Committee of the Arkansas Community Foundation.

Officer, Treasurer, The Endowment Foundation of Greene County.

Consulting

Non-Governmental Organization (NGO), Greene County Courthouse Preservation Society, Paragould, AR.

Academic, Paragould School District, Paragould, Arkansas.

Non-Governmental Organization (NGO), Paragould/Greene County Chamber of Commerce, Paragould, Arkansas.

Awards and Honors

Service, University

You Made a Difference Faculty Advisor Award - Nominated 2009, ASU Wilson Advising Center.
(2009).