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# *Mark Mitchell*

Professor of Marketing

Chair, Dept. of Management, Marketing and Law

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## Academic Background

### Degrees

D.B.A. Mississippi State University, Starkville, MS, Marketing, 1993

M.B.A. Indiana University of Pennsylvania, Indiana, PA, Business Administration, 1989

B.S. Bloomsburg University of Pennsylvania, Bloomsburg, PA, Business Admin. - Management, 1985

### Academic Experience

Chair, Dept. of Management, Marketing and Law, Coastal Carolina University (August, 2005 - Present). I serve my colleagues as Dept. Chair. I work to facilitate their efforts to achieve excellence in teaching, research, and service.

Director, Center for Economic and Community Development, University of South Carolina Upstate (1997 - 2005). Cultivated mutually beneficial relationships with partners from the for-profit, not-for-profit, and governmental sectors.

Asst./Assoc./Professor of Marketing (Tenure and Promotion in 1999, Promotion to Professor in 2004), University of South Carolina Upstate (1994 - 2005). Responsibilities: Principles of Marketing; Consumer Behavior; Business Marketing; International Marketing; Personal Selling and Sales Management. Ad hoc out-of-field instruction: Business Finance, Financial Accounting, Macroeconomics, Microeconomics, Operations Management, and Principles of Investments.

Assistant Professor of Marketing (Tenure-Track Position), Francis Marion University (1993 - 1994). Course Responsibilities: Principles of Marketing; Marketing Management.

Graduate Teaching Assistant, Mississippi State University (1989 - 1993). Courses taught: Marketing Management; Principles of Marketing; Principles of Transportation.

### Dissertation

An Empirical Examination Of The Product Elimination Decision-Making Processes Of U.S.-Based Manufacturers.

### Professional Interests

**Research:** Consumer Experience Tourism, Agricultural Tourism, Do-It-Yourself Investing, Nonprofit Organizations

**Teaching:** Marketing Strategy, International Marketing, Personal Selling, Buyer Behavior

## INTELLECTUAL CONTRIBUTIONS

### Refereed Articles

Bauer, D., Hastings, B., Mitchell, M., & Richardson, K. (2009). Generational Comparison: Gen-Xers in the United States and Korea Evaluate Financial Wealth. *AABRI Journal of International Business and Cultural Studies*, 1-8.

Mitchell, M., Montgomery, R., & Rauch, D. (2009). Toward an Understanding of Thrift Store Donors. *International Journal of Nonprofit and Voluntary Sector Marketing*.

Capella, L., Arnold, D., & Mitchell, M. (2009). Ten Barriers Associated with the Marketing Concept's Application in the Nonprofit Sector. *Nonprofit World*, 27 (4), 12-13.

Latta, M., Mitchell, M., & Anderson, T. (2008). What's in Store?: How Different Communication Channels Affect Consumer Choice. *Marketing Health Services*, 17-19.

Keels, K. & Mitchell, M. (in press, 2008). Connecting Users to Their Electronic Calendar. *Strategic Finance*.

Mitchell, M. & Turner, G. (in press, 2008). Agri-tainment: A New Crop for Farmers. *Journal of Food Products Marketing*.

Mitchell, M., Nale, R., Rauch, D., & Wathen, S. (in press, 2008). Are You Walking Your Talk? *Nonprofit World*.

- Mitchell, M. (in press, 2008). TIME OUT! Changing Your Orientation from Success to Significance. Nonprofit World.
- Mitchell, M. & Anderson, T. (in press, 2008). Before You Plan 'Where You'd Like to Go & Establish 'Where You Are! Nonprofit World.
- Mitchell, M. (in press, 2008). Improved Thrift Store Performance Means Improved Mission Fulfillment. Nonprofit World.
- Wilson, S. & Mitchell, M. (in press, 2008). Can Do-Gooders Do Too Much Good? Nonprofit World.
- Latta, M., Mitchell, M., Taylor, A., & Thrash, C. (2008). Using Online Software to Train the Next Generation of Web Surveyors. *Quirk's Marketing Research Review* 16-18.
- Mitchell, M. & Mitchell, S. (2008). Show Off a Little!: New Approach Forges Bonds. *Nonprofit World*, 26 (4), 20-21.
- Mitchell, M., Krippel, G., & Mitchell, S. (in press, 2008). Aim Higher .... Toward Significance. *Strategic Finance*.
- Latta, M., Taylor, A., Mitchell, M., & Thrash, C. (2007). Retaining Current Vs. Attracting New Golfers: Practices Among the Class A Carolinas Professional Golf Association Membership. *The Sport Journal*.
- Mitchell, M., Damonte, T., & Domke-Damonte, D. (2007). Agri-Tainment: Combining Agriculture and Entertainment Along the Grand Strand. *Coastal Business Journal*, 6 (1), 11-24.
- Mitchell, M., Taylor, A., & Latta, M. (2006). Importance-Performance Analysis: Are Folks Walking Their Talk? *Retail Education Today*, 27 (1), 6-10.
- Mitchell, M., McLean, P., & Turner, G. (2005). Understanding Generation X: Boom or Bust. *Business Forum*, 27 (1), 26-30..
- Mitchell, M. & Orwig, R. (2005). Lessons From The Sports World. *Nonprofit World*, 23 (2), 24-26.
- Turner, G. & Mitchell, M. (2005). 'Where You From?' Does It Influence Your Ethical Outlook? *Retail Education Today*, 26 (1), 8-13.
- Bauer, D., Mitchell, M., Montgomery, R., & Richardson, K. (2004). Generation X African Americans: Their Thoughts on Financial Wealth. *Business and Economic Review*, 17 (1), 47-59.
- Mitchell, M., Montgomery, R., & Mitchell, S. (2004). Consumer Experience Tourism and Brand Bonding: A Look at Sport-Related Marketers. *The Sport Journal*, 7 (2).
- Mitchell, M. & Taylor, S. (2004). Internal Marketing: Key to Successful Volunteer Programs. *Nonprofit World*, 22 (1), 25-26.
- Mitchell, M. & Smith, B. (2004). Do-It-Yourself Investing in the IT Sector. *Journal of Internet Commerce*, 3 (4), 43-59.
- Mitchell, M. (2004). Seek Win-Win-Win: Retailer Research for the Highly Effective Professor. *Retail Education Today*, 25 (2), 9-11.
- Mitchell, M., Montgomery, R., & Mitchell, S. (2003). Do-It-Yourself Investing in Sport-Related Firms. *The Sport Journal*, 6 (1).
- Mitchell, M., Mitchell, S., & Bauer, D. (2003). Customer and Shareholder Development: Targeting Do-It-Yourself Investors. *Journal of Hospitality and Leisure Marketing* 10 (3/4), 133-144.
- Mitchell, M., Mitchell, S., & Bauer, D. (2003). Do-It-Yourself Investing in the Food & Beverage Industries. *Journal of Food Products Marketing*, 8 (2), 79-93.
- Robert, O., Mitchell, M., & Finney, Z. (2003). Brand Bonding: What About Faith Communities? *Journal of Contemporary Business Issues*, 11 (2), 129-136.

## Refereed Proceedings

### Full Paper

- Montgomery, R. & Mitchell, M. (in press, 2009). An Examination of Thrift Store Purchases. Atlantic Marketing Association.
- Latta, M., Taylor, A., Mitchell, M., & Thrash, C. (in press, 2009). Spillover Effects of Golf Vacations on Attractions, Restaurants, and Retail Shopping. Southeast InfORMS.
- Mitchell, M. & Mitchell, S. (in press, 2009). Breaking Down the Offer: Evaluating Recent Theme Park Promotions. Southeast InfORMS.
- Latta, M. & Mitchell, M. (2008). Walking-Your-Talk: GAP Analysis for Student Attendance at Collegiate Athletic Events. Southeast InfORMS.
- Nale, R., Rauch, D., Wathen, S., & Mitchell, M. (2008). Importance-Performance Analysis: Helping Your Community Partners 'Walk Their Talk'. Southeast InfORMS.
- Latta, M., Mitchell, M., Taylor, A., & Thrash, C. (2008). Increasing Retail Sales at Golf Clubs in the Carolinas: The Role of Employee and Facility Quality. Marketing Management Association.
- Latta, M., Mitchell, M., & Anderson, T. (2007). Gender Differences For and Use of Brand Name and Generic/Store Brand Over-the-Counter Analgesics. Southeast InfORMS.
- Domke-Damonte, D., Nale, R., Mitchell, M., Edwards-Russell, R., & Davis, L. (2006). Using Scenarios as a Learning Tool in a Human Resource Management Course: A Preliminary Look at Learning Enhancement. Southeast InfORMS.
- Greg, T., Hartley, M., & Mitchell, M. (2006). A Class Project for Consideration: An Assessment of the Department of Public Safety. Association of Marketing Theory and Practice, 1-4.
- Latta, M., Mitchell, M., & Taylor, A. (2006). Perils and Pitfalls in Using WebSurveyor as an Active Learning Component in Teaching Retail Management. Marketing Management Association, Fall Educators Conference.

Mitchell, M., Taylor, A., Latta, M., & Thrash, C. (2006). Walking-Your-Talk: Importance-Performance Analysis For Future Golf Professionals. Atlantic Marketing Association.

Mitchell, M., Anderson, T., Kang, B., Latta, M., & Taylor, A. (2006). Seeking Win-Win-Win Outcomes: The Introduction of WebSurveyor at Coastal Carolina University. Southeast InfORMS.

Montgomery, R., Mitchell, M., & Turner, G. (2006). An Examination of Thrift Store Donors. Association of Marketing Theory and Practice, 1-7.

Montgomery, R., Brennen, J., Mitchell, M., & Simon, C. (2005). Contraceptive Marketing: A Cross-Cultural Comparison of the United States and Canadian College Markets. Association of Marketing Theory and Practice.

Turner, G. & Mitchell, M. (2005). A Class Project for Consideration: An Assessment of Summer Session Programs. Association of Marketing Theory and Practice, 255-258.

Finney, Z., Orwig, R., Teal, E., & Mitchell, M. (2004). Customer Service as the Foundation of Customer Value: Perceptions of Entrepreneurs. Emergies Issues in Business and Technology, 319-328.

Mitchell, M., Turner, G., & Hartley, M. (2004). Do-It-Yourself Investing in Retailer Stocks. Southeast Decision Sciences Institute, 65-67.

Mitchell, M., Mitchell, S., & Turner, G. (2004). A Class Project For Consideration: Consumer Perceptions Affecting Local, County, and State Fairs. Association of Marketing Theory and Practice, 15-20.

Smith, B. & Mitchell, M. (2004). Dividends and the IT Sector: Documenting the Past and Present While Looking to the Future. Southeast InfORMS

Mitchell, M. & Turner, G. (2003). Do-It-Yourself Investing in Transportation Related Stocks. Association of Marketing Theory and Practice, 4-5.

Mitchell, M., Turner, G., & Mitchell, S. (2002). Do-it-Yourself Investing in Logistics Related Firms. Southeast InfORMS.

Montgomery, R., Bryar, ., Schmacher, ., & Mitchell, M. (2002). Generation Y and Religion: An Exploratory Study. Southeast InfORMS.

## **Presentation of Refereed Papers**

### **Regional**

Miles, M., Arnold, D., Hazeldine, M., & Mitchell, M. (2008). Faculty Credentials: How to Develop and Maintain an Effective Faculty. Presented at Southeast InfORMS, Myrtle Beach, South Carolina.

Mitchell, M., Montgomery, R., Latta, M., & Taylor, A. (2008, March). Baseline: An Assessment of Online Survey Research among Members of the Association of Marketing Theory and Practice. Presented at Association of Marketing Theory and Practice, Savannah, Georgia.

Latta, M., Mitchell, M., Damonte, D., Keels, K., Mancuso, L., Larry Smith, (2007, October). Have Your Business Students Got Game? Simulations and Active Learning in Business Schools. Presented at Southeast InfORMS, Myrtle Beach, South Carolina.

Mitchell, M., Collins, M., Keels, K., & Latta, M. (2007, October). Time Out!: Taking Stock of Your Academic Career to Date and Planning for Greater-Than-You Outcomes in the Future. Presented at Southeast InfORMS, Myrtle Beach, South Carolina.

Montgomery, R. & Mitchell, M. (2005, October). Experiential Learning in Business Classes. Presented at Southeast InfORMS, Myrtle Beach, South Carolina.

Mitchell, M. (2005, April). Think Win-Win-Win: Community Service Research as a Driver for Promoting Faculty Research Productivity. Presented at Upstate Research Symposium, Spartanburg, South Carolina.

## **Non-Refereed Articles**

Mitchell, M. (2006). Seeking Win-Win-Win Outcomes. SmartClassroom.

Mitchell, M. (2004). Seek Win-Win-Win: A Habit of Highly Effective Professors. CUR Quarterly.

Mitchell, M. & Orwig, R. (2002). Let's Play Ball! Supervision, 63 (7), 13-16.

## **Book Chapters**

### **Refereed**

Mitchell, M. (2005). Cognitive Dissonance and the University Experience. In Jessica Rupp and Jamie Bryant (Ed.) Handbook for New Instructors: Getting Started with Great Ideas. Cincinnati, OH: South-Western Publishing Company.

Mitchell, M. (2005). The Guide to Ethnic Dining .... In Jessica Rupp and Jamie Bryant (Ed.) Handbook for New Instructors: Getting Started With Great Ideas, (pp. 64-65). Cincinnati, OH: South-Western Publishing Company..

## **Research Reports**

Mitchell, M., "Stakeholder Input for Cultural Council of Georgetown County (SC)" .

Mitchell, M. & Taylor, A., "Member Survey for The Dunes Golf & Beach Club (Myrtle Beach, SC)" .

Mitchell, M. & Anderson, T., "A Baseline Evaluation of Consumer Perceptions of Charitable Organizations: United Way" .

Mitchell, M. & Anderson, T., "A Baseline Evaluation of Consumer Perceptions of Charitable Organizations: Salvation Army" .

Mitchell, M. & Anderson, T., "A Baseline Evaluation of Consumer Perceptions of Charitable Organizations: March of Dimes" .

Mitchell, M. & Anderson, T., "A Baseline Evaluation of Consumer Perceptions of Charitable Organizations: Habitat for Humanity" .

Mitchell, M. & Anderson, T., "A Baseline Evaluation of Consumer Perceptions of Charitable Organizations: American Heart Association" .

Mitchell, M. & Anderson, T., "A Baseline Evaluation of Consumer Perceptions of Charitable Organizations: American Cancer Society" .

Mitchell, M. & Anderson, T., "A Baseline Evaluation of Consumer Perceptions of Charitable Organizations: American Red Cross" .

Mitchell, M., "An Examination of Thrift Store and Second Hand Store Donations and Purchases Along the Grand Strand" .

Mitchell, M., "Member Survey: Inman (SC) Chamber of Commerce" .

Mitchell, M., "Member Survey: Spartanburg Chamber of Commerce" .

Mitchell, M., "An Examination of Thrift Store and Second Hand Store Donations and Purchases in the Upstate of South Carolina" .

Mitchell, M., "Assessing Consumer Interest in Possible Food and Beverage Festivals to be Developed in the Upstate of South Carolina" .

Mitchell, M., "A Baseline Brand Image Study of Area Restaurants: Fatz Cafe Results" .

Mitchell, M., "A Baseline Brand Image Study Conducted for DQ Grill and Chill" .

Mitchell, M., "A Baseline Brand Image Study Conducted for WestGate Mall (Spartanburg, SC)" .

Mitchell, M., "An Analysis of the Total Economic Impact of the University of South Carolina Upstate (Update)" .

Mitchell, M. & Yates, D., "Consumer Perceptions Affecting Local, County, And State Fairs: A Study Conducted For The Piedmont Interstate Fair" .

## **Papers Under Review**

Mitchell, M. & Mitchell, S. (2009). "Breaking Down the Offer: Evaluating Recent Theme Park Promotions," initial submission to Southeast Informs

Orwig, R., Mitchell, M., & Turner, G. (2008). "Can I get an 'AMEN!?' ... Should I get an 'AMEN!?', " initial submission to Tourism, Culture, and Communication.

## **Presentation of Non-Refereed Papers**

### **Local**

Mitchell, M. (2006, December). Agri-tainment: Combining Agriculture and Entertainment Along the Grand Strand. Invited presentation at Business, Investment, Tourism, Economics (BITE), Conway, South Carolina.

Mitchell, M. (2005, December). Helping Small Investors Along the Grand Strand Get Into the Market. Invited presentation at Business, Investment, Tourism, Economics (BITE), Conway, South Carolina.

Mitchell, M. (2005, November). Do-It-Yourself Investing: How Small Investors Can Get Into The Market. Invited presentation at Wall Interdisciplinary Talks (WITS), Conway, South Carolina.

## **Professional Associations**

### **Memberships**

Association of Marketing Theory and Practice

Atlantic Marketing Association

Beta Gamma Sigma

Phi Beta Kappa

## **Teaching**

### **Courses Taught**

Financial/Managerial Accounting I

International Marketing

## Non-Academic Experience

Regional Sales Representative, Snyders of Hanover (1986 - 1988). Based in Chicago, IL, I was responsible for the initial market development of the Midwest Region for the Vending and Foodservice Division (Snack Foods Industry).

Sales Representative, C. A. Curtze Company (1985 - 1986). Based in Erie and Pittsburgh, PA, I was responsible for local market development and expansion (Institutional Foods Industry).

## Manual

Mitchell, M. (2008). Instructor's Manual for Marketer's Showdown (an Interactive Case Analysis Tool), Burr Ridge, IL: McGraw-Hill Irwin (in press).

## Research Grants

### **Funded-Internal**

2008 - Mitchell, M., "Simulating the International Marketing Environment: Introducing a Computerized Simulation into the International Marketing Course", Students enrolled in International Marketing (CBAD 454) will select one of two active learning experiences: (1) serving as Mentors for English as Second Language (ESL) children in the Floyd Family Mentoring Program for Horry County Schools, or (2) serving as Brand Managers in a computerized marketing simulation. All else equal in delivery of the course (i.e., same exams and other materials), we will assess the possible differential impact (if any) these two active learning experiences have on both student learning and student satisfaction., Center for Effective Teaching and Learning, (\$3,500).

2006 - Mitchell, M., "The Influence of Simulations on Student Performance in the Marketing Strategy Course", A growing method of instruction is the use of simulations to immerse students in course content. Management and Marketing simulations are growing in their presence, size (i.e., number or decisions), and scope (i.e., number of variables modeled). Two simulations (one basic and one advanced & modeling the same industry) will be introduced into separate sections of the Marketing Management course in the fall semester. All else equal in delivery of the course (i.e., same exams and other materials), we will assess the relative impact the simulations (and the differential level of size and scope) on student performance., Center for Effective Teaching and Learning, (\$3,500).

## Service:

### Service to the University

#### **College assignments:**

##### **Member:**

2005-2006 through 2008-2009: MBA Admissions Committee

2005-2006 through 2008-2009: Wall Fellows Faculty Advisory Group

2005-2006 through 2007-2008: AACSB Steering Committee - Wall College of Business

#### **University assignments:**

##### **Member:**

2007-2008 through 2008-2009: CCU Technology Planning Committee

2007-2008 through 2008-2009: Faculty Senate

2005-2006 through 2008-2009: CCU Graduate Council

2005-2006 through 2008-2009: Celebration of Inquiry Liaison Team

2005-2006 through 2007-2008: CCU Technology Planning Committee

### Service to the Profession

#### **Board Member: PRJ Editorial Review Board**

2002-2009: Journal of Internet Commerce (National).

2005-2006: Journal of Nonprofit and Public Sector Marketing (National).

2005: B Quest (National).

2005: Palmetto Review (Regional).

#### **Chair: Conference / Track / Program**

2006: Atlantic Marketing Association, Charleston, South Carolina (Regional).

2004: Atlantic Marketing Association, Chattanooga, Tennessee (Regional).

## **Service to the Community**

### **Chair of a Committee**

2007-2009: Burgess Elementary School, Serve on School Improvement Committee

### **Member of a Committee**

2006-2009: March of Dimes - Pee Dee Division, Board of Directors; WalkAmerica Committee

2007-2008: March of Dimes - Pee Dee Division, Board of Directors; WalkAmerica committee.

2007: St. James Elementary School, School Improvement Committee

2005: Boiling Springs (SC) Elementary School, School Improvement Committee

### **Other Community Service Activities**

2008: Horry County Schools, Students enrolled in International Marketing (Spring 2008) served as Peer-Mentors to 4th and 5th grade ESL students (English Second Language) in Horry County Schools

2007: Horry County Schools, Students enrolled in International Marketing (Spring 2007) served as Peer-Mentors to 4th and 5th grade ESL students (English Second Language) in Horry County Schools

2006: Horry County Schools, Students enrolled in International Marketing (Spring 2006) served as Peer-Mentors to 4th and 5th grade ESL students (English Second Language) in Horry County Schools.

2006: Brand Image Study Extension: Results Shared Among Grand Strand Charitable Organizations, Conducted research to examine donor perceptions, brand images, and brand knowledge of nonprofit charitable organizations.

2006: American Red Cross - Coastal South Carolina Chapter, Conducted a baseline image study to assess awareness of Red Cross services and to identify areas for increased awareness efforts.

2005: Spartanburg Area Chamber of Commerce, Conducted a member satisfaction survey.

2005: Grand Strand Thrift Stores (e.g., Salvation Army, CASA, Habitat for Humanity), Conducted a study of donors and buyers for Thrift Stores.

2005: Church Nursery, First Presbyterian Church (Spartanburg), Developed a parent satisfaction survey to assess Church Nursery services.

2005: Inman Chamber of Commerce, Conducted a member satisfaction survey.

2005: Horizons Sunday School Class, First Presbyterian Church (Spartanburg, SC), Conducted a member activity and satisfaction survey.

2005: Spartanburg Convention and Visitors Bureau, Conducted a feasibility study for Food and Beverage Festivals.

2005: Greater Spartanburg Ministries, Conducted an assessment of Donor and Buyer Interaction With Thrift Stores

2003: Piedmont Interstate Fair, Studied Consumer Perceptions of Fairs for Local Fair Board

## **Honors-Awards-Grants**

### **Honors:**

2008: Beta Gamma Sigma Award - Service to the Wall College of Business., Coastal Carolina University.

### **Awards:**

1999: Recipient, Award for Excellence in Scholarly and/or Creative Pursuits., University of South Carolina Upstate.

1999: Recipient, Distinguished Professor in the State of South Carolina (USC Upstate Governor's Professor of the Year Nominee)., University of South Carolina Upstate.

1995: Recipient, Bryan Lindsey Service Award (Doc's List)., University of South Carolina Upstate.

1995: Recipient, NationsBank Excellence in Teaching and Advising Award., University of South Carolina Upstate.

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## **Section**

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## **Qualification: Academic/Professional**

Academically Qualified

**Last updated:** 22-Apr-08 (07:41 AM)