

# Deborah K. Skinner

Associate Professor of Marketing  
College of Business Administration  
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## EDUCATION

### **Ph. D. - Marketing** (1994)

Kent State University, Kent, Ohio

Minor: Micro Organizational Behavior

**Dissertation:** "The Influences of Attitude/Behavior Consistency on the Information Processing and Efficacy of a Fear Inducing Communication in a Social Context."

### **Master of Business Administration** (1984)

Kent State University, Kent, Ohio

### **Bachelor of Science - Marketing** (1982)

Ohio State University, Columbus, Ohio

## TEACHING EXPERIENCE

### **Expertise:**

Managerial Marketing (Strategy/Policy - Graduate and Undergraduate Level)

Advertising/Promotions (Graduate and Undergraduate Level)

Consumer Behavior (Graduate and Undergraduate Level)

Marketing Principles (Graduate and Undergraduate Level)

Freshman Experience (Undergraduate – Foundations/Skills)

### **Additional courses taught:**

International Marketing

Purchasing

Marketing Research

Sales Management (Industrial and Personal)

Nonprofit Marketing

Services Marketing

Product Development

Small Business Administration

## STUDENT-FACULTY PARTNERSHIP AWARDS

**Faculty Advisor of the Year Award**, from Greek System, Order of Omega, 2005-06.

**Faculty Award for Excellence in Teaching**, first time award, selected by CBA Administration, 2002-2003.

**Alpha Kappa Psi, Outstanding Faculty Award for College of Business Administration**, Fall 2000, Fall 2003.

**Moses B. Altsech Award**, sponsored by Butler Marketing Association, Spring 2001

**Mortar Board, Professor of the Year, College of Business Administration**, 2000-2001

**SGA, An Apple for You**, Faculty Award, sponsored by Student Government Association, Butler University 2000, 2001, 2002, 2003, 2004

**Delta Gamma, Favorite Professor Award**, Fall 2004

**Alpha Chi Omega Professor of the Month**, April 2001, sponsored by Alpha Chi Omega Sorority, Butler University

## ACADEMIC AND WORK EXPERIENCE

**Butler University**, Indianapolis, Indiana  
*Associate Professor of Marketing*, 2002 – present  
College of Business Administration

**Butler University**, Indianapolis, Indiana  
*Assistant Professor of Marketing*, 1997 – 2002  
College of Business Administration

**University of Maine**, Orono, Maine.  
*Assistant Professor of Marketing*, 1994 –1997  
College of Business Administration

**Youngstown State University**, Youngstown , Ohio.  
*Assistant Professor of Marketing*, 1991-1992.  
College of Business Administration

**Kent State University**, Kent, Ohio.  
*Part-time Instructor*, Department of Marketing, 1984-87, 1992-94.  
*Research Fellowship*, Graduate School of Management, 1991.  
*Full-time Instructor*, Department of Marketing, 1989-1990.  
*Research Assistant* to Dr. Pradeep Rau, work in the area of Decision Framing, 1988-1989.  
*Research Assistant* to Dr. Lawrence Marks, work in area of Mood Inducement from Television Programs and Commercials, 1987-1988.  
*Teaching Assistant*, 1987-1989.

**Allstate Insurance Company**, Hudson, Ohio  
*Claims Representative*, Management Trainee, 1984-1987.

**Kent State University**, Kent, Ohio  
*Resident Director*, Olson Hall, Department of Residence Services, 1983-1984.  
*Academic Counselor*, Undergraduate Programs Office, College of Business Administration, 1982-1984.

## **PUBLICATIONS AND RESEARCH**

### **Articles**

Deborah Skinner and Diana Lawson, "An Opportunity to Remind Students of the Value of a Liberal Arts Education: Integrating Liberal Arts into an Advertising Course" *Marketing Educators Review*, forthcoming 2006.

Robert A. Clark, Kathy A. Paulson Gjerde, and Deborah Skinner, "Interventions in a Finance Simulation: Does Interdisciplinary Instruction Aid Strategic Planning and Outcomes?" *Simulation and Gaming*. 2003.

Deborah K. Skinner and Kim McKeage, "Student Email Projects: From Casual Conversation to Professional Communication" *Journal of Business Education*, Fall 2001.

Kim McKeage, Deborah K. Skinner, RoseMary Seymour, Darrell W. Donahue, and Thomas Christensen, "Implementing An Interdisciplinary Marketing/Engineering Course Project: Project Format, Preliminary Evaluation and Critical Factor Review," *Journal of Marketing Education*, 1999, Volume 21, No. 3 Dec., 217-31.

Kenneth C. Gehrt, Deborah Skinner, and Diana Lawson, "A Psychographic Examination of Environmental Orientations" *Journal of Nonprofit & Public Sector Marketing*, 1998, Volume 6, Issue 1, 47-61.

Diana Lawson, Peggy Chaudhry, and Deborah Skinner, "Measuring the Effect of Social Responsibility on Country Image: An Exploratory Study" Published in a book of readings for *Academy of Business Administration, 1994 Global Business Trends Conference*, December 1994, 524-531.

Michael Kamins, Ph. D., Lawrence Marks, Ph.D., and Deborah Skinner, "Television Commercial Evaluation in Context of Program Induced Mood: Congruency Versus Consistency Effects" in *Journal of Advertising*, June 1991 Volume 20, No. 2, 1-14.

### **Proceedings**

Deborah Skinner, Robert D. Mackoy, and Gregory Osland, "Does Need for Cognition Moderate the Effectiveness of Ironic Humor in Advertising? Or What Does It Take to Get the Message?" American Marketing Association 2000 Summer Educators' Conference and Proceedings, Aug. 2000.

RoseMary Seymour, Kim McKeage, Darrell W. Donahue, Deborah Skinner and Thomas Christensen, "Interdisciplinary Team Projects with Marketing Students to Improve the Engineering Capstone Experience," *American Society of Engineering Education Annual Conference and Proceedings*, 1999.

### **Editorials**

Deborah Skinner, "At least Throw Us a Lifeline, Outline," *Marketing Educator*, forthcoming 2003.

Deborah Skinner, "Walking the Tightrope Without a Text," *Marketing Educator*, Volume 21, Winter 2002.

Deborah Skinner, "Abandon the Yellow Brick Road," *Marketing Educator*, Volume 17, No. 4, Fall 1998, 4, 7.

## **Work in Progress**

Kathy A. Paulson Gjerde, Robert A. Clark, and Deborah Skinner, "The Effects of Interdisciplinary Instruction on Simulation Performance: Extending from Group to Individual Results," data analysis. Target Publication: Pedagogical journal.

Kathy A. Paulson Gjerde and Deborah Skinner, "An Exploratory Look at the Role of Empathetic Reasoning in the Learning Process," Specialized coding scheme developed, data analysis. Target Publication: *Journal of Economic Education*.

## **Professional Presentations**

CBA Research Forum Presentation – 2005 Spring Sabbatical Presentation, Nov. 17, 2005.

RoseMary Seymour, Kim McKeage, Deborah K. Skinner, Darrell W. Donahue, and Thomas Christensen, "Group Projects for Engineering Students and Business Marketing Students to Enhance the Perspective of the Students and Develop Interdisciplinary Teamwork Skills," presented by RoseMary Seymour at the *Change Through Collaboration Joint National Conference of Women in Engineering Program Advocates Network and National Association of Minority Engineering Program Administrators Conference*, Spring 1997.

Kim McKeage and Deborah Skinner, "Gender Differences in Perception and Attitude Toward College Majors," *Tenth Annual Maine Women's Studies Conference*, Dec. 1-2, 1995, Portland, Maine.

## **PROFESSIONAL SERVICE (Butler University)**

### ***Discipline***

**Article reviewer:** *Journal of Business Education*, Fall 2000 - present

**Paper Reviewer:** *American Marketing Association*, Fall 2000 - present

**Paper Reviewer:** *American Academy of Advertising Conference*, Fall 1998 – present

**Text book Reviewer:** *Advertising, 2<sup>nd</sup> Ed.* O'Quinn, Allen and Semenik, 2001, South Western, Summer 2000.

*Marketing, 6<sup>th</sup> Ed.* Berkowitz, Kerin, Hartley and Rudelius, McGraw Hill,

Summer 2001

## ***College***

**Professional Career Development Committee**, Summer 2004 – present  
helped design and implement Passport and Portfolio for incoming  
Freshmen Class 2004.

**EPorfolio Subcommittee** – Chair, Summer 2005.

**Summer Workgroup, Chair – Integration of Junior Level Marketing-  
Finance Courses**, Summer 2005.

**DOT Organizer** schedule, topic choice, archivist, Spring 1999 – present.

**CBA Weekly Discussion Group Co-coordinator** with Robert Main, schedule,  
topic choice, archivist, Spring 2000 – present.

**CBA representative to Faculty Assembly Executive Committee**,  
Fall 2005-present.

**CBA representative to Faculty Assembly Student Affairs Committee**,  
Fall 2003- Fall 2004.

**College of Business Administration Steering Committee** – Spring 2003.

**College of Business Administration Honors/Scholarship Selection  
Committee** – Spring 2002 – present.

**College of Business Administration Curriculum Committee** – Fall 2001 –  
Spring 2003

**Dean Search Committee** member Summer 1999 – Spring 2000

**Co-op Task Force member** Fall 1999 – Spring 2000

**Butler Business Scholar Committee** (member, interviewer) Fall 1999 –  
2002, 2006.

**Marketing Faculty Search Committee** - candidate search process.

**Marketing representative** at Butler University Admission Open House

**Presenter, Butler Business Scholar Days**, February, 1999.

"Making the Difference in the Life of a Student" with Dr. Hamilton Beazley  
"Why CBA at Butler" substitute for Dr. Robert Mackoy

**DOT Interim Organizer**, Fall 1998 (during Peg Padgett's sabbatical),  
Organized three sessions: Classroom Visits  
Integrating International Issues  
Writing for Technical Courses

Instituted ongoing listserv discussion regarding teaching issues - currently  
23 CBA faculty/instructors participating.

Set up permanent file of DOT session handouts and notes in CBA library.

**Portfolio Process researcher** - Marketing area, Summer 1998- present  
Researching the suitability of using portfolios to present students,  
Applications across CBA disciplines as well as across the university.

**Presenter, Butler Business Scholar Days**, February 1998.  
"It's New to Me" with Dr. Hamilton Beazley

**Participant** in variety of search process for Business candidates.

## ***University***

**CBA Faculty Representative**, BUSF (Butler University Scholarship Foundation) Scholarship Review Committee, Spring 2006

**CBA Faculty Representative** Butler University's Top 100 Student Selection Committee – Spring 2003.

**Women's Caucus** 2001 – present Employment Issues Task Force – Spring 2002. Work Policy Committee – 2003-present, **Co-Chair** – Fall 2004

**Women's History Month Committee** – Spring 2003, Coordinated two CBA sponsored Brown Bag Lunches – Women in Russia, Women in Iran – Spring 2003. Spring 2004

**Faculty Participant** in Selection Committee for Butler University Women of Distinction Award – Spring 2003, 2004.

**Faculty Advisor**, Circle K, Spring 2000 – Fall 2004

**Faculty Advisor**, Alpha Phi Sorority, Fall 2003 – present

**Faculty Advisor**, Young Life, Fall 2004 – present

**CBA Coordinator**, Undergraduate Research Conference, Fall 1998-present

**Faculty Orientation Guide (FOG)** - Fall 1998, Fall 1999, Fall 2000, Fall 2001, Fall 2002, Fall 2003, Fall 2004

**Faculty Participant** in the Butler University Greek Council – Fall 2001

**Participant** in *First Pedagogy Seminar* for faculty across campus taught by Marshall Gregory, Spring 2001

**Marketing Faculty Representative, The Passkey Institute: Principles of Business for Liberal Arts Majors**, May-June 1998, The Institute was taught to liberal arts majors with no business background in an intensive, integrated four-week program. Preparation began in Fall 1997. Involved in planning the interdisciplinary curriculum as well as research and promotion for the program.

**Panel Discussant, IUPUI Assessment Conference**, Butler University, Fall 1997.

## ***Community***

**Market Researcher**, Developed, Implemented and Analyzed Marketing Research, "Worship Survey" St. Mark's United Methodist Church, Carmel, IN, (gratis). Summer 2003 – Summer 2004

**Publicity Chairperson**, United Methodist Women organization, Fall 2000

**Inducted Who's Who of American Women**, 21<sup>st</sup> Edition, Fall 1998

### **Volunteer in community**

**Interfaith Hospitality Network** – program to help homeless families, site co-coordinator

Girl Scout Troop Volunteer with variety of activities including discussion of career as marketing/advertising professor, help with promotional project, coordinated cookie sales.

## **PROFESSIONAL SERVICE (University of Maine)**

### ***Discipline***

**Paper Reviewer:** *American Marketing Association International Collegiate Conference*, 1997.

**Paper Reviewer:** *Academy of Marketing Science Conference*, Retailing Track 1996.

**Paper Reviewer:** *Academy of Business Administration Global Conference*, 1995.

### ***College***

**Faculty Advisor** - American Marketing Association Collegiate Chapter, including The Body Shop, University of Maine (1994 -1997).

**Member of Executive Committee**, College of Business Administration, University of Maine, (1996-1997)

**Chair, Member of Career Planning, Placement and Assessment Committee**, College of Business Administration, University of Maine, (1995 - 1997).

**Member of Retention and Recruitment Committee**, College of Business Administration, University of Maine (1994 - 1997).

**Member of Scholarship and Awards Committee**, College of Business Administration, University of Maine, (1995 - 1997).

## ***University***

**Member, Search Committee for the Admissions Director**, University of Maine, Chair: Dean Cobb, Spring 1997.

**Secretary, President-elect, Advisory Board**, Women's Resource Center, University of Maine, (1996- 1997).

**Member of the Trusteeship Committee**, Women's Resource Center, University of Maine, (1995-1997).

**Member of UMaine System Committee to Evaluate Proposals for an ITV MBA**, as a representative of University of Maine Business Faculty, Spring 1996.

## ***Community***

**Member of the Wellspring Board**, nonprofit organization serving Northern Maine, (1996 - 1997).

**Member of (Permanent) Marketing Committee**, United Way of Eastern Maine, Bangor, Maine (1995 - 1997).

**Chair, Member of Marketing Planning**, Subcommittee of Marketing Committee, United Way of Eastern Maine, Bangor, Maine (1995 - 1997).

**Member of Ad Hoc Marketing Subcommittee for Five Year Strategic Plan**, United Way of Eastern Maine, Bangor, Maine (Spring 1995).

## **HONORS, FELLOWSHIPS, AND AWARDS**

Selected as Kent State University *representative to "Doctoral Consortium,"* Gainesville, Florida, 1990.

***Nominated Distinguished Graduate Student Award for Teaching*** based on Student Evaluation, Kent State University, 1988-1989.

Awarded ***Doctoral Fellowship***, Department of Marketing, Kent State University, 1987-1991.

Awarded ***Graduate Assistantship***, Graduate School of Management, Kent State University, 1982-1984.

## **HONORARY AND PROFESSIONAL MEMBERSHIPS**

Beta Gamma Sigma  
Alpha Mu Alpha  
American Academy of Advertising  
American Marketing Association

