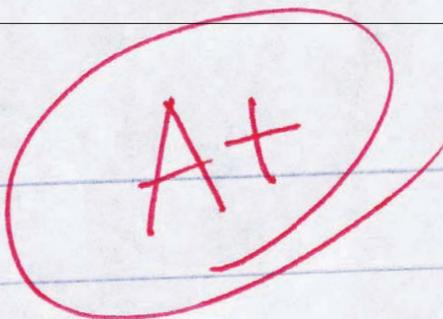
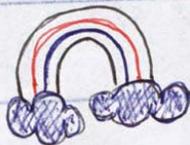


Making the Grade

BY JOHN N. FRANK//EDITORIAL DIRECTOR



To separate the good from the great in marketing academia, look at both their research and teaching accomplishments. Here are two marketing academics who stand out, plus others to watch.



What makes a great marketing professor?

"In the areas they are focused on, they are deeply connected to the pulse of what's going on in business and in marketing," contends Ralph Oliva, executive director of the Institute for the Study of Business Markets and a professor of marketing at the Smeal College of Business Administration at Pennsylvania State University in University Park, Pa. "You can't be a good marketing professor and retreat back to a campus. To me, there's no such thing as an ivory tower marketing professor."

A great marketing professor also maintains a proper balance between teaching and research. "In my mind, one needs to be, indeed, good in the classroom," says Dave Reibstein, the William Stewart Woodside professor and a professor of marketing at the University of Pennsylvania's Wharton School in Philadelphia. "But [he] also needs to be doing some creation of knowledge as well. Some institutions expect that and some don't, but to be a good professor, one needs to be creating knowledge and disseminating knowledge."

In the end, Reibstein says: "Our role as professors is to improve the practice of marketing."

Marketing News here profiles two professors whom their peers nominated as outstanding examples of effective marketing academics who are, indeed, improving the marketing profession. Nominations were sought from the **American Marketing Association's** Higher Education Special Interest Group and from educational institutions via Profnet, a sourcing service for journalists run by PR Newswire. Nominees were reviewed by a select group of *Marketing News* academic advisors. Also listed are others who their respective schools feel are doing outstanding work in the field.

This list is by no means meant to be exhaustive or the last word in marketing academics. Rather, it's meant to spotlight those doing laudable work in marketing academia and to let marketers who might be considering pursuing further education know what's happening in those ivory, or perhaps not-so-ivory, towers on American campuses.

Mark B. Houston: From Motorcycles to Relationship Marketing

Mark Houston admits that when he started college at Southwest Baptist University in Bolivar, Mo., in the early 1980s, "I was more interested in racing my motorcycle than thinking seriously about things."

While he still rides his motorcycle today, Houston's other interests have become much more serious, particularly in the world of marketing. In a teaching career that spans 14 years and four universities, Houston has become known as a top-notch marketing professor specializing in relationship marketing and innovation marketing.

"He takes on projects that interest him and he's known for his wide range of research abilities. He's one of those academics that's good at all sorts of research methodologies," says George Low, marketing department chairman at Texas Christian University in Fort Worth, where Houston is now the Eunice and James T. West Chair of American Enterprise and a professor of marketing. But Houston is more than just a researcher, Low is quick to add. "Students find him to be very refreshing. They like his perspective," which tends to look beyond just marketing to talk about how marketing fits into the larger business world. "TCU believes in the teacher-scholar model, to be as good in the classroom as at publishing. It's not too often you run into a Mark Houston who has the ability to do both," Low says.

Houston says he fell in love with marketing research while studying for his doctorate at Arizona State University in Tempe, but he agrees that "my take has always been that teaching and research don't have to be conflicting goals. You can be a productive scholar and a good teacher."

Indeed, Houston measures his career achievement both in terms of what are known as "A papers" he's had published in major research journals—he's up to seven, well above the average of 1.1 for other academics at the same career stage—and by letters and e-mails from former students commenting on how much they've learned in his classes. Houston says he stresses knowing about marketing tools and techniques, not just theories, with his students.



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Marketing Academics to Watch

(NOMINATED BY THEIR SCHOOLS)

Laurence DeGaris > *University of Indianapolis*

AREA OF EXPERTISE: Sports marketing

TEACHING SUCCESS: Does class projects that tie into marketing and sales projects with the Indiana Pacers basketball team.

WHY NOMINATED: He has the ability to link theory and practice and a background in the business world as a former vice president of research for Ogilvy Public Relations Worldwide, and director of the university's sports marketing program.

George T. Haley > *University of New Haven, West Haven, Conn.*

AREA OF EXPERTISE: Industrial and emerging markets; B-to-B marketing; Asian business; and intellectual property in emerging markets

TEACHING SUCCESS: Primarily in executive programs; students include middle and senior managers from companies such as Pfizer Inc., Pitney Bowes Inc. and Marriott International Inc.

WHY NOMINATED: His research has influenced government policy and, as the author of more than 100 articles, books, reports and presentations, his work is widely quoted.

Marjorie Kalter > *New York University*

AREA OF EXPERTISE: Integrated marketing

TEACHING SUCCESS: Runs NYU's School of Continuing and Professional Studies' graduate program in integrated marketing. The school provides ongoing education to roughly 2,700 graduate students annually.

WHY NOMINATED: She is a frequent speaker at marketing conferences on the convergence of digital and direct marketing and brand advertising. She won the Direct Marketing Educational Foundation's Outstanding Educator award in 2004.

Harvey Markovitz > *Pace University, New York*

AREA OF EXPERTISE: Interactive and direct marketing

TEACHING SUCCESS: Since 2002, 98 of his students have won awards for excellence in collegiate interactive direct marketing competitions.

WHY NOMINATED: He created the Interactive Direct Marketing Lab on two Pace campuses, and has had students working on projects for companies such as Day-Timer USA, Scholastic Corp. and Marcal Paper Mills.

"It's not cool to say 'I'm a marketing major because I don't like numbers,'" he jokes.

His work in relationship marketing looks at factors such as the role of loyalty in the relationship between a customer and a company's salesperson. On the innovation management front, he's looked at success drivers for new products in movies.

Houston, 47, runs 5Ks in addition to his motorcycle and dirt-biking adventures. The father of four, ages 5 to 15, also recently got serious about his health, losing 30 pounds and growing a beard as part of his slimmed-down look.

Beard or no beard, it's a sure bet Houston will continue to be recognized in marketing academia for his ongoing contributions to marketing research and marketing teaching. Says Low: "He's a marketing Renaissance man."

Robert W. Palmatier: Proving he's not crazy

When Robert Palmatier decided to pursue a doctorate in his late 30s and began visiting colleges, "most schools looked at me and said 'you're crazy,'" he recalls.

But Palmatier, now 49, was undeterred. After all, he had already mastered two daunting work lives: as a nuclear submarine officer with the U.S. Navy and then as a successful high-tech entrepreneur. He went on to earn his Ph.D. in marketing from the University of Missouri in Columbia in 2004 and now teaches at the University of Washington in Seattle where he is an associate professor and holds the John C. Harver Endowed Chair in business administration.

While relatively new to academia, he's already made his mark. He was invited by the Cambridge, Mass.-based Marketing Science Institute to put together a 2008 book in its Relevant Knowledge Series titled *Relationship Marketing*, his specialty as it is Houston's.

"Rob is just an amazing guy," Houston says, who first met Palmatier when he was considering studying at Missouri. "He's just an amazing combination of creativity and discipline." Houston, who has written papers with Palmatier, puts Palmatier in the top five marketing academics published in major marketing journals over the past four years.

His background in business steered him to the relationship space, Palmatier says. He builds discussion of relationship marketing into all the marketing courses he now teaches at Washington. His next area of research will focus on higher levels of relationships: for example, how groups network together and the impact of new technologies on these relationships, he says.

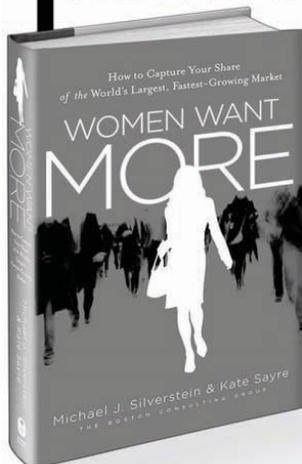
Marketing isn't just Palmatier's work life, it creeps into his private time as well. He's doing marketing for a soccer club his 9-year-old daughter plays in and he routinely helps friends interested in starting their own businesses develop their marketing plans. He even talks marketing with his daughter.

"When my daughter was 8, she could go through the four Ps of marketing. I've made her the skeptical consumer for sure," he jokes. On a more serious note, he adds, "As you get older, you want to give more back to the community." There's no doubt Palmatier is giving a great deal to the marketing community. **m**



You can read Robert Palmatier's latest co-authored article, "The Role of Customer Gratitude in Relationship Marketing" in the September 2009 issue of the **American Marketing Association's** *Journal of Marketing* or on MarketingPower.com.

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