
Sam Cousley, D.B.A.

Clinical Professor of Marketing

Department of Marketing
School of Business Administration
The University of Mississippi
University, MS 38677

scousley@bus.olemiss.edu

Academic Background

D.B.A. Louisiana Tech University, Ruston, LA, Marketing, 1974

M.B.A. Mississippi State University, Starkville, MS, Business Administration, 1970

B.S. Mississippi State University, Starkville, MS, Business Administration, 1967

Work Experience

Academic Experience

Assistant Professor, University of Mississippi, School of Business Administration (August, 1999 - Present). Taught Marketing Principles, Marketing Policy and Strategy, Consumer and Market Behavior, Marketing Research, Statistics I, Statistics II, Statistical Analysis (MBA), Business Decision Making (MBA), and Operations through the Life Cycle (MBA).

Assistant Professor / Associate Professor, Arkansas State University (1972 - 1984). Director of MBA Program (1976-1978), Director of Small Business Development Center (1978-1979). Taught Principles of Marketing, Principles of Management, Principles of Economics, Business Policy, Marketing Research, Statistics I, Statistics II, Marketing Management, Sales Management, Consumer Behavior, Marketing Policies, and Marketing Seminar.

Instructor, University of Southern Mississippi (1970 - 1971). Taught Principles of Marketing, Advertising, and Retailing.

Non-Academic Experience

National

General Manager, San-Dow Broadcasting (1985 - 2000). WWMS-FM, WZLQ-FM, WSYE-FM, and WELO-AM.

General Manager, Duke Broadcasting Corporation (1984 - 1985). KFIN-FM.

Officer, U.S. Army (1967 - 1969). Served as Brigade Personnel Officer and as Battalion Adjutant.

Teaching

Courses Taught

Scheduled courses: Advertising and Promotion, Buyer-Seller Communications, Consumer Market Behavior, Environmental Issues in Marketing, Individual Study, Marketing Policy and Strategy, Marketing Principles, Marketing Research, Multinational Marketing, Sales Management, Statistical Analysis

Other courses:

Teaching Honors and Awards

Award

2009: Outstanding PMBA Teacher of the Year School of Business Administration.

2004: MBA Professor of the Year for 2003 2004. This award is determined by a vote of the MBA students. The award was announced April 2004. School of Business Administration.

Other Teaching Activities

Distance Learning

2007 - Distance Learning. Taught MKTG 353 and 367 via Distance Learning

Other Teaching Activities

2009 - Other Teaching Activities. Taught MBA 621 online

2008 - Other Teaching Activities. Taught MBA 621 online

2007 - Other Teaching Activities. Taught MBA 621 online

Research/Intellectual Contributions:

Refereed Articles

Robinson, R. K., Nichols, D. L., Cousley, S., & Markhum, F. (in press, 2011). New Process Steel, LP v. NLRB: Quorum Issues and Their Impact on Federal Labor Code Enforcement. *Southern Journal of Business and Ethics*.

Robinson, R. K., Nichols, D. L., & Cousley, S. (2011). Ricci v. DeStefano: Radical Change in Disparate Impact Theory or Much ado about Nothing? *Southern Law Journal*, 21 (1), 29-40.

Robinson, R. K., Nichols, D. L., Goodman, J. M., & Cousley, S. (2009). Employment Non-Discrimination Act: Implications for Employers. *Southern Law Journal*, XIX (1), 109-119.

Cousley, S. (2002). The Exact Partitioning of Chi-Square Contingency Tables in Marketing Research. *Marketing Advances in Pedagogy, Process, and Philosophy*, 73-74.

Cousley, S. & Oldham, F. (1979). The Management Audit. *American Institute of Management*.

Cousley, S. & Oldham, F. (1979). Training by Mail: Management's Alternative. *Journal of Applied Management*, 10-14.

Cousley, S. & Adams, D. (1977). Nonparametric Statistical Tests in Business Survey Research The Kruskal-Wallis Analysis of Variance. *Delta Psi Epsilon Journal*, 19, 31-40.

Cousley, S. & Stevens, R. E. (1973). Industrial Buying Motives: A Conceptual Model. *Business Ideas and Facts*, 47-52.

Invited Articles/Reviews

Cousley, S. (2004). Review of Managerial Applications of Multivariate Analysis in Marketing, by James H. Myers and Gary M. Mullet. *Journal of Marketing Research*, 41, 234-236.

Refereed Proceedings

Full Paper

Cousley, S. (1976). The Impact of Color Contrast on Advertising Effectiveness. *Southern Marketing Association*, 249-251.

Cousley, S. (1975). An Experimental Study of the Serial Position Effect in Advertising. *Southern Marketing Association*, 7-9.

Presentation of Refereed Papers

International

Cousley, S. (1981, June). Seminar on the Management Audit . American Institute of Management, Symposium on the Management Audit Process, Kuala Lumpur, Malaysia.

National

Cousley, S. (2002, November). The Exact Partitioning of Chi-Square Contingency Tables in Marketing Research. Society for Marketing Advances Conference, St. Pete Beach, Florida.

Cousley, S. (1980, March). Increasing Bank Profitability through Management Audits . American Bankers Association, Community Bank Executives Conference, Miami, Florida.

Regional

Cousley, S. (1982, April). Innovative Developments in Teaching Advertising. Midsouth Marketing Educators Conference, Long Beach, Mississippi.

Cousley, S. (1981, March). Developing College-Community Relations . Midsouth Marketing Educators Conference, Mobile, Alabama.

Cousley, S. (1979, March). Bank Marketing Research . Arkansas Bankers Association's Bank Marketing School, Unknown, Unknown.

Cousley, S. (1978, February). A review of A Percentage-Based Factor Analytic Approach to Compare Cross-National Economic Growth Variables'. Midsouth Academy of Economists, Jackson, Mississippi.

Service:

Service to the University

Department Assignments

Chair:

2008-2009: Assessment Committee: I was responsible for coordinating the Marketing Department Assessment Plans and Reports.

2002-2003 – 2003-2004: Marketing Department, Search Committee for Clinical Assistant Professor of Marketing: University of Mississippi, School of Business Administration

College Assignments

Member:

2009-2010: Honors Thesis Committee: Served on Honors Thesis Committee of a student writing about business ethics.

2007-2008: Marketing Clinical Search Committee

2007-2008 – 2011-2012: MBA Committee

2004-2005: MBA Committee

2001-2002: School of Business Administration, Strategic Planning Committee: University of Mississippi

University Assignments

Member:

2010-2011 – 2011-2012: External Academic Affairs Committee

Dissertation Assignments

Chair:

2011-2012: Honors Thesis Committee: Chaired Honors Thesis Committee

Service to the Community

Member of a Committee

1998: Oxford Planning Commission, (1995-1998) Member for four years and Chair for one year.

Other Community Service Activities

1993: Mississippi Association of Broadcasters Board of Directors, (1992-1993)

1984: Arkansas Broadcasters Association Board of Directors, (1983-1984)

Positions Held in Civic Organizations

1997: Oxford Rotary Club, President

1984: Sales and Marketing Executives Club of Jonesboro, Arkansas,, President and Board Member (1979-1984).

1984: Greater Jonesboro, Arkansas, YMCA Board of Directors , Chair of Long Run Planning Committee (1982-1984).

Other