
Sam Cousley, D.B.A.

Instructional Associate Professor of Marketing

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

Academic Experience

Instructional Associate Professor of Marketing, University of Mississippi (August, 1999 - Present), University, Mississippi. 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), Jonesboro, Arkansas. 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), Hattiesburg, Mississippi. Taught Principles of Marketing, Advertising, and Retailing

Non-Academic Experience

National

General Manager, San-Dow Broadcasting (1985 - August, 1999), Tupelo, Mississippi. WWMS-FM, WZLQ-FM, WSYE-FM, and WELO-AM

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

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

Refereed Articles

Robinson, R. K., Fairclough, S. J., Nichols, D. L., & Cousley, S. (2013). In Sickness and in Health: Implications for Employers when Bipolar Disorders and Protected Disabilities. *Employee Responsibilities and Rights Journal*, 25 (4), 277-292.

Robinson, R. K., Nichols, D. L., Cousley, S., & Markham, F. (2011). New Process Steel, LP v. NLRB: Quorum Issues and Their Impact on Federal Labor Code Enforcement. *Southern Journal of Business and Ethics*, 3, 110

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.

Working Papers

Shaner, M. & Cousley, S. (2018). "Boundary Spanners: The Role of Sales Managers and Salespeople in the New Product Development Process," targeted for Journal of Marketing.

Robinson, R. K., Cousley, S., & Nichols, D. L. (2018). "Racial Appeals in Union Organization Campaigns: The Application of the Sewell Doctrine," targeted for Labor Law Journal.

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

Robinson, R. K., Cousley, S., & Nichols, D. L. (2018). *What Is Old Is New Again: Are there Pitfalls in Returning to Racial Appeals in Union Organizing Campaigns?* Southwest Decision Sciences Institute, Albuquerque, New Mexico.

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*. Mid-South Marketing Educators Conference, Long Beach, Mississippi.

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

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

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

Service to the University

University of Mississippi

Department Assignments

Chair:

2017-2018: Chair, Search Committee for Instructor of Marketing/Operations and Supply Chain Management

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

2008-2009: Assessment Committee

2002-2003 – 2003-2004: Marketing Department, Search Committee for Clinical Assistant Professor of Marketing

Coordinator:

2017-2018: Assurance of Learning Coordinator

College Assignments

Member:

2017-2018: Finance Department Search Committee

2017-2018: Curriculum Committee

2007-2008 – 2017-2018: MBA Committee

2007-2008: Marketing Clinical Search Committee

2004-2005: MBA Committee

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

University Assignments

Member:

2017-2018: Support and Research Faculty Promotion Review Committee

2017-2018: External Academic Affairs Committee

2015-2016: External Academic Affairs Committee

2010-2011 – 2015-2016: External Academic Affairs Committee

Thesis Assignments

Chair:

2011-2012: Honors Thesis Committee

Member:

2009-2010: Honors Thesis Committee

Service to the Profession

Reviewer - Article / Manuscript

2012: Journal of Business Ethics.

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).

Teaching Honors and Awards

Award

2017: Outstanding Professional MBA Professor, School of Business Administration.

2014 – 2015: Outstanding Professional MBA Professor, School of Business Administration.

2013 – 2014: Outstanding Professional MBA Professor, School of Business Administration.

2009: Outstanding Professional MBA Professor, School of Business Administration.

2004: Outstanding MBA Professor, School of Business Administration.