THE OHIO STATE UNIVERSITY
INTRODUCTION

To commemorate the 75th anniversary of the American Marketing Association, three universities were selected to represent the centers of leadership in the development of marketing thought during that period.

The Marketing Department of The Ohio State University was chosen for the years surrounding 1962, the 25th year of AMA.

The following is a presentation of members of the Ohio State Marketing Department during that time and some of their major works.

We have also included a view of the current faculty and facilities of the Department of marketing and Logistics in the Max M. Fisher College of Business, at The Ohio State University.

We hope you enjoy this information and thank you for your interest.
Three of the 1962 Ohio State Marketing Faculty served in leadership roles at the national level of the American Marketing Association

Theodore N. Beckman
Vice President, 1929 – 1934

William R. Davidson
President, 1963 - 1964

W. Arthur Cullman
President, 1977 - 1978
In 1962.....

The Ohio State Marketing Faculty were...

Continuing decades of leadership in the development of Marketing as an

ACADEMIC DISCIPLINE

and a

MANAGEMENT FUNCTION
Professor Theodore N. Beckman (1927)
Productivity in Marketing

Papers of the
Theodore N. Beckman Symposium on Marketing Productivity

J. L. Heskett, Editor

College of Commerce and Administration • The Ohio State University
Professor Theodore N. Beckman
Vice-President, American Marketing Association
1929-1934
Professor William R. Davidson
President, American Marketing Association
1963-64
Professors Theodore N. Beckman and William R. Davidson
PRINCIPLES OF MARKETING

BECKMAN • MAYNARD • DAVIDSON

SIXTH EDITION
Professor Theodore N. Beckman (1962)
Ethics In Business

Robert Bartels, Editor

THE OHIO STATE UNIVERSITY
THE HISTORY OF MARKETING THOUGHT
Second Edition
Robert Bartels
El Desarrollo del Pensamiento en Mercadotecnia

The Development of Marketing Thought
THE HISTORY OF MARKETING THOUGHT
by R.Bartels

マークティング理論の発展

R.バーテルズ著

山中 豊国 訳
Professor W. Arthur Cullman
President, American Marketing Association
1977-78
Professor W. Arthur Cullman
1959 Ad Man of the Year
In 1962.....

The Ohio State Marketing Faculty were...

Continuing decades of leadership in the study of

CHANNELS OF DISTRIBUTION in Marketing
Professor Robert Miner
In recognition of his splendid services and untiring efforts in behalf of the wholesale trade and his wide range of published works on marketing and wholesaling, the Netherlands Wholesale Federation takes great pride in presenting Professor T.H.N. Beckman PhD. with the Gold Mercury, the Symbol of Commerce that unites all nations as it did in the past and will do in the future.
Professor Robert Buzzell
Professor William R. Davidson
In 1962....

Ohio State Marketing faculty members

Robert Buzzell and
Frank M. Bass

were participating in the initial efforts to develop

QUANTITATIVE MODELS

of Marketing phenomena
In 1962...

Ohio State Marketing faculty were participating in the formative stages of the field of

Consumer Behavior

• The first comprehensive textbook on the subject of consumer behavior was published in 1968 by three Ohio State faculty members: James Engel, David Kollat, and Roger Blackwell
The Birth of ACR

• In August 1969, OSU hosted an AMA Task Force event called the “Workshop on Experimental Research in Consumer Behavior”
• Participants at the event made the decision to form the “Association for Consumer Research”
• Professor James Engle served as the first “president” of the organization
The Birth of ACR

The Ohio State University Union
Professor James R. Engle
First President of the Association for Consumer Research
Workshop on Experimental Research in Consumer Behavior
The Ohio State University
August 21 - 23, 1969

GENERAL INFORMATION

This workshop on Experimental Research in Consumer Behavior is a part of the AMA Task Force on Marketing Methodology.

The objective of this program is to increase the knowledge of members already competent in particular areas who wish to:

1. Maintain their position as specialists in their specific areas, and;
2. Keep up with the latest developments in research, teaching, and applications in areas of specific interest.

The individual papers to be considered during this workshop will be distributed, to the extent possible, for study in advance so that maximum time can be devoted to discussion.

Daily Workshop Sessions

All workshop activity will take place in the Ohio Union on the second floor, Buckeye Suites ABC, at the times shown in the daily schedules which follow this section.

Housing

Housing for those participants who wish to live on campus will be provided in Drackett Tower. Room rates for August 21 - 22 - 23 are included in the participation fee.

Meals

Registration fee includes breakfast, luncheons, and dinner on August 22 and 23.

Breakfast may be obtained in the cafeteria and the Tavern of the Ohio Union on Friday and Saturday respectively beginning at 7:00 am. Participants need only show workshop badge to effect payment for breakfast.

Luncheon will be served in the Terrace Dining Room of the Ohio Union on Friday, August 22 and Buckeye Suites EFG on Saturday, August 23.

Dinners will be served in the ABC Rooms, second floor, of the Faculty Club. There will be a no-host bar set up in the Grand Lounge preceding dinner.

Transportation and Parking on Campus

University bus service will operate between the residence and the Ohio Union. Busses may be boarded in front of Drackett Tower, and at the Faculty Club as shown on the daily schedules.

Participants who are living on campus and have automobiles with them are asked to obtain campus parking permits from the program coordinator. Overnight parking is permitted in the Tuttell-Woodruff lot just across Neil Avenue, west of Drackett Tower.

Participants who wish to drive to the Ohio Union are requested to use the Ohio Union parking garage just north of the Ohio Union. There is a nominal daily rate. Cars should be moved out before 6:00 pm to the visitor parking area at the Faculty Club. (Metered parking is free after 6:00 pm.)

Please observe all posted traffic regulations and yield right-of-way to pedestrians in crosswalks.

Getting Acquainted

Since this workshop is of only two days' duration, we believe it is important that everyone get acquainted right at the start. To do this, several things have been done:

1. Wear the name badge provided to you with this notebook.
2. Display the name plaque provided with this book at all workshop sessions.
3. Broaden your range of acquaintances by making an effort to sit with different groups at the various meals.
ROSTER OF PARTICIPANTS

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In the years around 1962,

The Ohio State Marketing Faculty were graduating many doctoral students who had subsequent successful careers in Marketing. They include:


Almond, George Lee, *Developments in Warehousing with Emphasis Upon Advances since World War II*, 1963


And....

James R. McMillen

William Wagner

Ronald Stevenson

Ronald Ballou

Homer Spence

Daniel DeHayes
Hagerty Hall (1960s)

Fisher College of Business Campus (Today)
The legacy continues in 2012,

fifty years after this 1962 benchmark, today’s marketing faculty in the Fisher College at Ohio State are

• conducting research and publishing our findings in the field’s leading journals,

• Preparing undergraduate and Master’s students for promising careers in Marketing,

• Training and collaborating with our doctoral students

• Being recognized for thought-leading contributions to the theory and the practice of Marketing.
Current Faculty in 2012 at Ohio State


DOCTORAL STUDENTS

FISHER COLLEGE OF BUSINESS
CURRENT DOCTORAL STUDENTS:

Karthikseyan Easwar
Chris Summers (not pictured)
Hyejin Lee
Song Link
Tatiana Dyachenko
John Howell

SELECTED NOTABLE OHIO STATE MARKETING PH.D. ALUMNI

BRIAN STERNTHAL, 1972
Kraft Foods Chair in Marketing & Chair of Marketing Dept.
Kellogg School of Management
Northwestern University

My Ohio State doctoral training encouraged me to think theoretically, to adopt a critical attitude toward theory and data, and to treat doctoral students as collaborators. These notions have been foundational in the pursuit of my career.

ROHINI AHLUWALIA, 1996
Curtis L. Carlson Trust Professor of Marketing
Carlson School of Management
University of Minnesota

I treasure my years as a doctoral student at Ohio State. Not only was I introduced to research, but was also inspired by it, and developed a true love for it. My outstanding mentors at Ohio State helped me grow as a researcher as well as a person.

NEERAJ ARORA, 1995
John P. Morgridge Chair in Business Administration
University of Wisconsin Madison

They say teachers change lives. In my case they did. I am thankful that I got to learn from the best minds in the field of marketing, economics, psychology and statistics. Ohio State truly shaped who I am today.

SHA YANG, 2000
Professor of Marketing
Marshall School of Business
University of Southern California

I had little exposure to marketing before joining the PhD program at Ohio State. My research collaboration with Greg Allenby taught me how to do research, and sparked my interest and passion in this field.

fisher.osu.edu/marketinglogistics
THEORY TO PRACTICE

GREG M. ALLENBY
Helen C. Kurtz Chair in Marketing
Editor, Quantitative Marketing and Economics
The Ohio State University Fisher College of Business

RECENT AWARDS:

Charles Coolidge Parlin ~ Marketing Research Award
2012 AMA Parlin Award for leadership and impact on the profession of marketing research over an extended period of time.

BAYESIAN STATISTICS AND MARKETING

The past decade has seen a dramatic increase in the use of Bayesian methods in marketing, due in part, to computational and modelling breakthroughs, making its implementation ideal for many marketing problems. Bayesian analyses can now be conducted over a wide range of marketing problems, from new product introduction to pricing, and with a wide variety of different data sources.

Bayesian Statistics and Marketing describes the basic advantages of the Bayesian approach, detailing the nature of the computational revolution. Examples contained include household and consumer panel data on product purchases and survey data, demand models based on micro-economic theory and random effect models used to pool data among respondents. The book also discusses the theory and practical use of MCMC methods.

Bayesian Statistics and Marketing provides a platform for researchers in marketing to analyse their data with state-of-the-art methods and develop new models of consumer behaviour. It provides a unified reference for cutting-edge marketing researchers, as well as an invaluable guide to this growing area for both graduate students and professors, alike.

SEVEN SUMMITS OF MARKETING RESEARCH

“Seven Summits of Marketing Research” reaches new heights in showing firms how to maximize their marketing ROI. It proposes a set of decision-based analytics for addressing seven of marketing’s toughest problems, avoiding the tendency of existing methods to fall short or delivering to the bottom line. The book comes with decision software that allows users to explore alternative scenarios of resource allocation.

The book’s path - from its inception as a joint collaboration between academic and practitioner colleagues, to its delivery using state-of-the-art models and decision software - makes it uniquely able to raise the standards of marketing measurement and practice.

www.fisher.osu.edu/7Summits
....HOW FIRM THY FRIENDSHIP.....

O - H - I - O
Leslie H. Wexner

“But for Ohio State and the education I received, I never would have started the business.”

- Bachelor’s degree in Business Administration, 1959
- Chairman and CEO of Limited Brands
- Opened first “The Limited” store in 1963
- Now more than 2,600 stores nationwide
The Max M. Fisher College of Business
Mirror Lake
Orton Hall
The Oval
To learn more about what is happening at Ohio State, please go to:

http://fisher.osu.edu/departments/marketing-and-logistics

http://fisher.osu.edu/

http://osu.edu/