

# **Melodie Philhours**

Fall 2016 - Fall 2021

(870)680-8148

mphil@astate.edu

## **Contact Information**

Department Phone: (870)972-3730

Fax Number: (870)972-3833

mphil@astate.edu

Work Phone: (870)680-8148

## **Current Position**

Position: Associate Professor

Position: Department Chairperson (2013-2018)

## **Education**

2013	Oklahoma State University, (6 hours Marketing Analytics)
2006	University of Memphis, Memphis, Tennessee
2004	Ed.D., Arkansas State University, Jonesboro, Arkansas
1983	University of Arkansas at Little Rock, Little Rock, AR
1981	M.B.A., Arkansas State University, Jonesboro, AR
1980	B.A., Arkansas State University, Jonesboro, AR

## **Professional Licensures & Certifications**

1984	Certified Public Accountant
------	-----------------------------

## Employment

### Academic

Arkansas State University

Associate Professor of Marketing, 2009-Present

Assistant Professor of Marketing, 2004-2009

NGCOB Director of Assessment, 2004-Present

Instructor, 1985-2004

### Government

No activities entered.

### Professional

#### 2002 - 2004

Marketing Consultant, MarketEd LLC, 2004

#### 1989 - 1989

Tax Accountant, Dale E. Coy, CPA, 1989

#### 1988 - 1998

Instructor, Convisor-Duffy CPA Review, 1998

#### 1985 - 1995

CPA, Self-employed CPA, 1995

### Additional Activities

No activities entered.

## Teaching: Courses Taught

### Fall 2021

Semester	Course Prefix	Course Number	Section	Course Title	Instruction Mode	Enrollment	Credit Hours
Fall 2021	MKTG	6223	001	STRATEGIC MARKETING	Web	4	3
Fall 2021	MKTG	6223	002	STRATEGIC MARKETING	Web	1	3
Fall 2021	MKTG	6223	250	STRATEGIC MARKETING	Web	2	3
						7	9

### Summer 2021

Semester	Course Prefix	Course Number	Section	Course Title	Instruction Mode	Enrollment	Credit Hours
Summer 2021	MKTG	3013	001	MARKETING	Web	25	3

Semester	Course Prefix	Course Number	Section	Course Title	Instruction Mode	Enrollment	Credit Hours
						25	3

## Spring 2021

Semester	Course Prefix	Course Number	Section	Course Title	Instruction Mode	Enrollment	Credit Hours
Spring 2021	MKTG	3013	10A	MARKETING	Web	72	3
Spring 2021	MKTG	3013	CH1	MARKETING	Web	1	3
Spring 2021	MKTG	6223	001	STRATEGIC MARKETING	Web Assisted	11	3
Spring 2021	MKTG	6223	250	STRATEGIC MARKETING	Web	21	3
						105	12

## Fall 2020

Semester	Course Prefix	Course Number	Section	Course Title	Instruction Mode	Enrollment	Credit Hours
Fall 2020	MKTG	3013	10A	MARKETING	Web	76	3
Fall 2020	MKTG	3013	CH1	MARKETING	Web	3	3
Fall 2020	MKTG	6223	001	STRATEGIC MARKETING	Web Assisted	10	3
Fall 2020	MKTG	6223	250	STRATEGIC MARKETING	Web	15	3
						104	12

## Summer 2020

Semester	Course Prefix	Course Number	Section	Course Title	Instruction Mode	Enrollment	Credit Hours
Summer 2020	MKTG	3013	002	MARKETING	Web	13	3
Summer 2020	MKTG	6233	001	PROMOTIONAL STRATEGY	Web	9	3
Summer 2020	MKTG	6233	250	PROMOTIONAL STRATEGY	Web	4	3
						26	9

## Spring 2020

Semester	Course Prefix	Course Number	Section	Course Title	Instruction Mode	Enrollment	Credit Hours
Spring 2020	MKTG	3013	10A	MARKETING	Web	61	3
Spring 2020	MKTG	6223	001	STRATEGIC MARKETING	Traditional	14	3
Spring 2020	MKTG	6223	250	STRATEGIC MARKETING	Web	27	3
						102	9

## Fall 2019

Semester	Course Prefix	Course Number	Section	Course Title	Instruction Mode	Enrollment	Credit Hours
Fall 2019	MKTG	4223	002	MARKETING MANAGEMENT	Traditional	7	3
Fall 2019	MKTG	6223	001	STRATEGIC MARKETING	Traditional	14	3
Fall 2019	MKTG	6223	002	STRATEGIC MARKETING	Web Assisted	1	3
Fall 2019	MKTG	6223	250	STRATEGIC MARKETING	Web	15	3
						37	12

## Summer 2019

Semester	Course Prefix	Course Number	Section	Course Title	Instruction Mode	Enrollment	Credit Hours
Summer 2019	MKTG	3013	10A	MARKETING	Web	22	3
Summer 2019	MKTG	6233	001	PROMOTIONAL STRATEGY	Web	6	3
Summer 2019	MKTG	6233	250	PROMOTIONAL STRATEGY	Web	15	3
						43	9

## Spring 2019

Semester	Course Prefix	Course Number	Section	Course Title	Instruction Mode	Enrollment	Credit Hours
Spring 2019	MKTG	4223	001	MARKETING MANAGEMENT	Traditional	29	3
Spring 2019	MKTG	6223	001	STRATEGIC MARKETING	Traditional	19	3



## Scholarly Contributions and Creative Productions

### Journal Publication

#### Completed/Published

Mello, J., Philhours, M., & Hill, K. E. (2018). Warning Signs for Forecasting Consumer-Induced Shortages. *Foresight: The International Journal of Applied Forecasting*, (51), 17–23.

#### In Press

Nonis, S. A., Hudson, G. I., & Philhours, M. (2020). Differentiated: Segmentation for Improved Learning Strategies. *Journal of Marketing for Higher Education*, DOI: 10.1080/08841241.2020.1761931 Link to this article: <https://doi.org/10.1080/08841241.2020.1761931>.

### Presentation

#### Completed/Published

Fish, K. E., Ruby, P., Philhours, M., & Ferry, J. (2021, October). *Arkansas State CorrectEnglish Pilot Study: A Case Study for Increasing Writing Proficiency*. Missouri Community College Association. Jefferson City, MO (Zoom): Missouri Community College Association.

Philhours, M., Sinclair, J. K., & Gammon, S. M. (2021, March). *Business Students' Technology Skills Assessment: The Semi-Medium-Easy-Hard Way*. Learn@State. Jonesboro, AR: Arkansas State University Office of Assessment and Student Learning.

Fish, K. E., & Philhours, M. (2021, March). *CorrectEnglish: AI for Writers*. Learn@State. Jonesboro, AR: Arkansas State University Office of Assessment and Student Learning.

### Proceedings Publication

#### Completed/Published

Nonis, S. A., Philhours, M., & Hudson, G. I. (2019). Where Does the Time Go? Time Use of College Students Today Versus Twelve Years Ago. In *Association of Collegiate Marketing Educators* (p. 3 (Summary Brief)). Houston, TX.

Nonis, S. A., Hudson, G. I., & Philhours, M. (2018). Segmenting Present Day Undergraduate College Students Using Values and Behaviors: Relationship with Performance and Satisfaction Outcomes. In *45th Annual Meeting of the Association of Collegiate Marketing Educators 2018* (pp. 52–54). Albuquerque, New Mexico.

Mello, J., Philhours, M., & Hill, K. E. (2017). Consumer Persistence and Creativity in the Face of Extreme Shortage. In *Consumer Behavior track of the 2017 SMA*.

## **University Committees**

### **University**

A-State Graduate Council

A-State Assessment Committee

A-State Program Assessment Committee – Chair

A-State Lecture-Concert Committee

A-State Undergraduate Curriculum Committee

A-State Development, Communications, and Alumni Committee

### **College**

NGCOB Assessment Committee – Chair 2004-Present

NGCOB Graduate Programs Committee – Chair 2021-22

NGCOB Undergraduate Curriculum Committee – Chair 2020-21

### **School / Department**

No activities entered.

### **Department / Discipline**

M&M Graduate Curriculum Committee – Chair 2021-22

M&M Undergraduate Curriculum Committee – Chair 2020-21

M&M PRT Committee – 2021-22

## **Honors and Awards**

2019	Neil Griffin College of Business Excellence in Graduate Teaching Award, Neil Griffin College of Business
	Best Paper in Track Award, Association of Collegiate Marketing Educators
2014	Student Affairs Hero, Arkansas State University - Student Affairs Division
2013	Honors Professor of the Year - Nominated, The Honors College

- 2009                      Guest Lecturer in Consumer Behavior, Rovaniemi University of Applied Sciences (Finland)
- You Made a Difference Faculty Advisor Award - Nominated 2009, ASU Wilson Advising Center
- 2007                      Faculty Award for Citizenship, ASU College of Business
- Guest Lecturer in Brand Management, Salzburg University of Applied Sciences
- Outstanding Faculty Advisor Award, Arkansas State University
- 2006                      Outstanding Faculty Advisor Nominee, Arkansas State University
- 2005                      McGraw-Hill/Irwin Distinguished Paper Award, Association of Collegiate Marketing Educators
- You Made a Difference” Advisor Award Nominee, Arkansas State University
- 2001                      College of Business Teaching Award Nominee, ASU College of Business

## **Membership**

### **2015 - Ongoing**

Association of Collegiate Marketing Educators

North American Case Research Association

Society for Marketing Advances

Society for Marketing Advances

Western Casewriters Association

### **2009 - Ongoing**

American Advertising Federation