

# V I T A

## MICHAEL A. BELCH

**HOME:** P.O. Box 1005  
Del Mar, CA 92014  
858.792.7974

**BUSINESS:** Department of Marketing  
San Diego State University  
San Diego, CA 92182  
619.594.5319

**PRESENT POSITION:** Professor of Marketing  
San Diego State University

### EDUCATION

1976 Doctor of Philosophy  
Business Administration  
University of Pittsburgh  
Major: Consumer Behavior  
Minor: Social Psychology

1973 Master of Business Administration  
Marketing  
Drexel University

1970 Bachelor of Science  
Marketing  
Pennsylvania State University

### ACADEMIC EMPLOYMENT

1983-  
Present Professor of Marketing  
San Diego State University

2006-  
Present Visiting Professor of Marketing  
University of California, Irvine

1989-1999 Visiting Professor of Marketing  
International Relations & Pacific Rim Studies  
University of California, San Diego

1980-1983 Associate Professor of Marketing  
San Diego State University

1976-1980 Assistant Professor of Marketing  
San Diego State University

Teaching emphasis: Graduate seminars and undergraduate courses in Integrated Marketing Communications,, Consumer Behavior, and Marketing Management.

Teaching has also included Executive Development, Continuing Education, Executive MBA programs and Marketing Seminars for Marketing Professionals.

1973-1976     Instructor  
                  Robert-Morris College  
                  Pittsburgh, Pennsylvania

## **COMMERCIAL EMPLOYMENT**

1970-1973     Marketing Representative  
                  General Foods Corporation  
                  Philadelphia, Pennsylvania

## **PROFESSIONAL ORGANIZATIONS**

Association for Consumer Research  
American Marketing Association  
American Academy of Advertisers

## **AWARDS AND HONORS**

Outstanding Marketing Professor, American Marketing Association Student Chapter, 1981, 1983, 1986, 1989, 1993, 1995, 2004, 2006

Excellence in Teaching Award, SDSU College of Business, 1995.

Outstanding Marketing Professor, Delta Sigma Pi Business Honorary Fraternity, 1983.

Distinguished Professor Program, Advertising Research Foundation, 1981.

Outstanding Paper, Advertising and Promotions Tract, Academy of Marketing Science, 1981.

Margaret Sellers Award to San Diego's Outstanding Marketer, San Diego Direct Marketing Association, 2004

Giep Franzen Fellow, The Foundation for Scientific Research on Commercial Communication (SWOCC), University of Amsterdam, 2012.

## **BOOKS**

*An Introduction to Advertising and Promotion Management*, Richard D. Irwin, Inc., 1990, 1993, 1995, 1998, 2001, 2003, 2007, 2009, 2012 (with George Belch).

Instructor's Manual to accompany *Consumer Behavior*, J. Zaltman and M. Wallendorf, New York: John Wiley Co., 1979.

**VITA: Michael A. Belch**

## **PUBLICATIONS**

"Toward an Anti-Consuming Ethic," American Psychological Association, 1974 (with Robert Perloff).

"The Products-Needs Matrix as a Methodology for Promoting Anti-Consuming," *Research in Marketing*, 1978 (with Robert Perloff).

"Anti-Social Personality Traits and New Product Acceptance," *Journal of Marketing Decision Sciences*, 1978.

"An Evaluation of a Multi-Media Course in Consumer Behavior," Western Marketing educators' Conference, 1978.

"Demographic and Cognitive Factors Influencing Viewers Evaluations of Sexy Advertisements," *Advances in Consumer Research*, Vol. VI, 1978 (with Don Sciglimpaglia).

"Social Class Determinants of Leisure Activities," *Advances in Consumer Research*, Vol. VI, 1978 (with Robert B. Settle and Pamela L. Alreck).

"Viewer's Evaluations of Cinema Advertising," *Proceedings of American Institute for Decision Sciences*, March 1979 (with Don Sciglimpaglia).

Measuring Social Values with Perloe's Social Values Questionnaire: An Examination," *Proceedings of American Institute for Decision Sciences*, March 1979 (with Jim Beatty).

"Utilizing Buyer's Needs as a Basis for the Development of Industrial Sales Strategies," *Business*, September/October 1979 (with Robert Haas).

"Conflict in Family Decision Making: An Exploratory Investigation," *Advances in Consumer Research*, Vol. 7, 1979 (with George Belch).

"Identifying the Socially and Ecologically Concerned Segment Through LifeStyle Research: Initial Findings," *The Conserver Society*, 1979.

"Temporic Effects on Opinion Leadership, Brand Loyalty, and Perceived Risk," *Proceedings of the American Marketing Association*, 1981 (with R. Settle and Pamela L. Alreck).

"A Standardized Scale of Specific Age Role Dimensions and Their Effects," *Proceedings of the American Institute for Decision Sciences*, 1981 (with R. Settle, G. Belch and P. Alreck).

Sex Role Acceptance and Response to 'Gendered' Ads," *Proceedings of the Academy of Marketing Sciences*, 1981 (with R. Settle and P. Alreck).

"Consumer Attitudes Toward Regulatory Practices in Advertising," *Proceedings of the American Institute for Decision Sciences*, 1981 (with D. Sciglimpaglia and L. Bryant).

"The Dimensions of Sex Role Prescriptions," *Proceedings of the Southwestern Marketing Association*, 1981 (with R. Settle and P. Alreck).

"F-A-S-T: A Standard Measure of Temporics," *Proceedings of the American Psychological Association*, 1981 (with R. Settle and P. Alreck).

**VITA: Michael A. Belch**

"An Examination of Consumers' Perceptions of Purpose and Content of Corrective Advertising," *Advances in Consumer Research*, Association for Consumer Research, October 1981 (with G. Belch, R. Settle and L. Delucchi).

"Psychophysiological and Cognitive Responses to Sex in Advertising," *Advances in Consumer Research*, Association for Consumer Research, October 1981 (with G. Belch and G. Holgerson).

"A Segmentation Strategy for the 1980's: Profiling the Socially and Ecologically Concerned Consumer Through Life Style Analysis," *Journal of the Academy of Marketing Science*, Spring 1983.

"An Examination of Advertising Execution Related Cognitions as Mediators of Commercial Message Acceptance," *Proceedings of the Academy of Marketing Science*, 1982 (with G. Belch).

"A Standardized Measure of Sex Role Prescription," *Developments in Marketing Science, Proceedings of the Fifth Annual Conference*, Academy of Marketing Science, May 1981 (with R. Settle and P. Alreck).

"Sex Roles and Acceptance of Response to 'Gendered' Ads," *Journal of Advertising Research*, April 1982 (with R. Settle and P. Alreck).

"Consumer Perceptions of Age Role Prescriptions for the Elderly," Association of Consumer Research Health Care Conference, April 1982 (with G. Belch, R. Settle and P. Alreck).

"An Investigation of the Effects of Repetition on Cognitive and Affective Reactions to Humorous and Serious Television Commercials," *Advances in Consumer Research*, October 1983 (with G. Belch).

"An Examination of Parental and Teenager Influences in Family Decision Making," *Journal of Business Research*, Fall 1983 (with G. Belch).

"Bank Involvement with Export Trading Companies," *Journal of Small Business*, Vol. 10, No. 4, Spring 1986, pp. 19-28 (with A. De Noble).

"The Application of an Expectancy-Value Operationalization of Functional Theory to Examine Attitudes of Boycotters and Nonboycotters of a Consumer Product," *Advances in Consumer Research*, Vol. 14, 1986, pp. 232-236.

"The Historical Evolution of Advertising/Consumer Behavior Related Research," *Proceedings of the Association for Consumer Research*, 1st International Conference, Singapore, 1985 (with G. Belch).

"Effects of Advertising Communications: Review of Research," *Research in Marketing*, Vol. 9, 1987, pp. 59-117 (with G. Belch and A. Villarreal).

"The Intermediary Needs of Domestic Exporters: An Empirical Analysis," *Proceedings of the 1987 Western Academy of Management*, 1987 (with Alex De Noble).

"The Effects of Sexual and Non-sexual Advertising Appeals and Information Level on Cognitive Processing and Communications Effectiveness," *Journal of Advertising*, 1990 (with G. Belch and J. Severn).

**VITA: Michael A. Belch**

"An Analysis of Immediate versus Delayed Measures of Cognitive Response Across Various Levels of Exposure," American Marketing Association, 1991 (with G. E. Belch and Melanie Jones).

"Rattlesnake Wine Cooler," *Case Research Journal*, North American Case Research Association, William Naumes, ed., Durham, N.H., Autumn 1990, pp. 140-174 (with L. Eugene Apple).

"Toward the Development of a Model and Scale for Assessing Consumer Receptivity to Foreign Products and Global Advertising," Association for Consumer Research, Amsterdam, June 1992 (with G. Belch).

"A Comparison of German and American Consumer Cognitive and Affective Reactions to Irritating and Non-Irritating TV Commercials," Association for Consumer Research, Amsterdam, June 1992 (with G. Belch).

An Exploratory Investigation of Teenagers Attitudes Toward Anti-Drug Advertising, *European Advances in Consumer Research*, Vol. 2, Copenhagen, Denmark, 1995 (with G. Belch).

"Establishing Resource Development Priorities in SME's," 41<sup>st</sup> Council of Small Business World Conference: Stockholm, Sweden, 1996 (with Ken Marino).

"Integrated Marketing Communications: An Integrated Framework for Measurement," Western Decision Sciences, 1996 (with M. Curren, K. Harich).

"Improving Performance Through Experiential Learning", *Journal of Learning Enhancement*, Fall 1998.

"A Content Analysis of Russian Television Commercials ", Academy of Marketing Sciences, Malta, 1999.

"GSS: Old Dog, New Tricks": Applying GSS to Marketing Research", Information Research Management Association, January 2000 (with A. Easton, G. Easton)

"An Experimental Investigation of Electronic Focus Groups", *Information and Management Journal*, 2002 (with A. Easton and G. Easton)

"Family Decision Making at the Turn of the Century: Has the changing structure of households impacted the family decision-making process"? *Journal of Consumer Behavior*, Volume 2(2), December 2002, pp. 111-124. (with Laura Willis)

"Profiling the Teen Internet Maven", Academy of Marketing Science, 2003, (with Laura Flurry and Kathleen Krentler)

"Internet Mavens, Market Mavens, & Opinion Leaders: A Preliminary Examination" World Marketing Conference, Muenster, Germany, 2005 (with Kathleen A. Krentler, and Laura A. Flurry.)

"Teen Internet Mavens: Influence in Family Decision-Making", *Journal of Business Research* Vol 58 (5), May 2005, pp. 569-575 (with Laura Flurry and Kathleen Krentler)

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"A Managerial Investigation into the Product Placement Industry", *Journal of Advertising Research*, March 2005, pp. 73-92 (with Cristel Russell)

**VITA: Michael A. Belch**

“Teen Influence in Family Decision Making,” European Marketing Association, Athens, Greece, May 2006 (with K. Krentler)

“IMC: Time to Move Forward,” European Marketing Association, Athens, Greece, May 2006 (with K.Krentler, A. Curuana)

“The New Media Landscape: How Technology is Changing Marketing Communications,” paper presented at the 14<sup>th</sup> Meeting of Researchers in Biometrics//Statistics, Dubrovnik, Croatia, 2007

“Evaluating the Effectiveness of Elements of Integrated Marketing Communications: A Review of Research,” in IMC: A paradigm shift from the traditional media planning, Icfai University Press, Bangalore, India, 2007.

“Integrated Marketing Communications,” in The International Encyclopedia of Communication, Malden, MA., Blackwell Publishers, 2008, pp.2297-2300. (with G. Belch)

“The Current State of Integrated Marketing Communications,” in 21<sup>st</sup> Century Communication; William F. Eadie, ed., Los Angeles, Sage Publications, 2009 pp. 815-822, (with G. Belch)

“Measuring Effectiveness in the New Media Environment,” The 16<sup>th</sup> International Conference on Marketing and Communications, Athens, Greece, 2011.

**PROFESSIONAL DEVELOPMENT SEMINARS**

U.C. Berkeley	1991 - 1994
Southern Methodist Univ.	1992 - 2005
San Diego St. Univ.	1976 - Present
Microsoft Corp.	1995
Siliconix	1995
Texas Industries	1995
Sterling Software	1994
Sprint	1993 - 1996
Square D Corp.	1996
KXAS-TV, Dallas	1996
KOAT-TV, Albuquerque	1997
KSWB-TV, San Diego	1998
Thunderbird Univ. (China)	1999
Seminarium, Argentina	1999
Seminarium, Colombia	1999, 2006
Seminarium, Chile	1999
Cox Television	2000
Seminarium, Peru	2006
Impac Corp, Irvine	2007
ViaSat, Carlsbad	2008
Athen, Greece	2010
Nancy, France	2011

**VISITING LECTURES/TEACHING**

Oviedo, Spain  
Reims, France  
Paris, France

**VITA: Michael A. Belch**

Shanghai, China

Amsterdam, Netherlands

Ljubjuana, Slovenia

Aix-en-Provence, France

Dubrovnik, Croatia

Maribor, Slovenia

Athens, Greece

Malta, Malta

**CONSULTING EXPERIENCE**

1976-Present (Partial List)

- San Diego Chapter, National Council on Alcoholism
- Bishop's Schools
- Fleet Enterprises
- Philips-Ramsey Advertising Agency
- McDonald's Corporation
- San Diego Trust & Savings Bank
- San Diego Gas & Electric Co.
- GTI Corporation
- IVAC Corporation
- Imperial Savings & Loan
- Smith Hanna Medical Group
- Termtronics
- Dailey and Associates Advertising Agency
- Senco Products
- Harbour Industries
- Valle de Oro Bank
- Compuware
- Digivision
- Sharp Hospitals
- May Centers
- Cubic Corporation
- Southwest Estate Group
- Whirlpool Corporation
- Centre City Development Corp.
- U.S. Microtek Corp.
- San Diego Harbor Excursion
- Purification Products, Inc.
- Whirlpool Corp.
- Road Runner Sports
- Santel Credit Union
- Intuit
- Peterson Magazine Network

**VITA: Michael A. Belch****EXPERT WITNESS CASES**

Water Pik v. Med Systems	2011	Defendant
Cytosport, Inc. v. Hansen Beverage Company	2010	Plaintiff
Lucky Bone Wishbone Corp. v. Sears Roebuck & Co, and Young & Rubicam	2007	Plaintiff
ICON Health & Fitness, Inc. v. The Nautilus Group,, Inc.	2005	Plaintiff
ICON Health & Fitness, Inc. v. The Nautilus Group,, Inc. Bowflex v. Crossbar	2005	Defense
Apex Wholesale, Inc v. Fry's Electronics	2004	Plaintiff
Prada v. Bank One	2002	Plaintiff
Park v. Teradyne	2002	Plaintiff