

**Mark Mitchell, D.B.A.**  
**Professor of Marketing / Assistant Dean**

**Academic Degrees Earned**

- D.B.A., Mississippi State University, Starkville, MS, Marketing, 1993
- M.B.A., Indiana University of Pennsylvania, Indiana, PA, Business Administration, 1989
- B.S., Bloomsburg University of Pennsylvania, Bloomsburg, PA, Business Admin. - Management, 1985

**Academic Experience**

- Assistant Dean, Wall College of Business, October 2016 – present.
- Chair, Dept. of Marketing and Resort Tourism, Coastal Carolina University, July, 2011 – October 2016.
- Chair, Dept. of Management, Marketing and Law, Coastal Carolina University, August, 2005 - July, 2011.
- Asst./Assoc./Professor of Marketing, University of South Carolina Upstate Spartanburg, South Carolina, 1994 - 2005. Tenure and Promotion in 1999, Promotion to Professor in 2004.
- Director, Center for Economic and Community Development, University of South Carolina Upstate, Spartanburg, South Carolina, 1997 – 2005.
- Assistant Professor of Marketing, Francis Marion University, Florence, SC, 1993 – 1994.
- Graduate Teaching Assistant, Mississippi State University, Starkville, MS, 1989-1993.

## **Non-Academic Experience**

- Regional Sales Representative, Snyders of Hanover (1986 - 1988), Hanover, Pennsylvania. Based in Chicago, IL, I was responsible for the initial market development of the Midwest Region for the Vending and Foodservice Division (Snack Foods Industry).
- Sales Representative, C. A. Curtze Company (1985 - 1986), Erie, Pennsylvania. Based in Erie and Pittsburgh, PA, I was responsible for local market development and expansion (Institutional Foods Industry).

## **Teaching Interests**

- Marketing Strategy, Retailing, International Business/Marketing

## **Research Interests**

- Athletics Marketing, Consumer Experience Tourism, Nonprofit Organizations

## **Selected Publications**

- Mitchell, M., Turner, G., & Rauch, D. (in press, 2016). "Hi Y'all!": A Price Bundling Plan to Welcome Visitors to Savannah, GA. *Southern Business Economic Journal*.
- Montgomery, R., Schwartz, B., & Mitchell, M. (in press, 2016). Examining the Cross-Cultural Dimensionality of Prestige Sensitivity: An Empirical Analysis of Chinese and American Millennials. *Journal of East-West Business*.
- Mitchell, M., Turner, G., Montgomery, R., & Hartley, M. (in press, 2016). Field Trip! Assessing Business Student Interest in Plant Tours and their Product Categories. *Atlantic Marketing Journal*.
- Mitchell, M. & Rauch, D. (2016). The Multi-Sport Sampling Plan: A Price Bundling Option for Collegiate Athletics. *The Sport Journal*.
- Mitchell, M. & Montgomery, R. (2015). Beer and Ball on Campus? The Issue of In-Stadium Alcohol Sales. *The Sport Journal*.
- Montgomery, R. & Mitchell, M. (2014). Examining the Demographic Profiles of Thrift Store Donors and Thrift Store Shoppers. *Atlantic Marketing Journal*.
- Anast-May, L., Mitchell, M., Buckner, B., & Elsberry, C. (2013). School Principals as Marketing Managers. *Journal of School Public Relations*, 33 (4), 262-291.

- Mitchell, M., Collins, M., & Damonte, T. (2013). Examining the Potential for Bundling the Attractions along the Grand Strand. Coastal Business Journal, 12 (1), 100-118.
- Mitchell, M., Thorn, D., & Rockey, D. (2013). Sports Fantasy Camps: Offering Fans a More Immersive Experience. The Sport Journal.

### **Selected Service Engagements**

- NCAA Faculty Athletics Representative (2015-present).
- Consultant, City of Folly Beach, SC (2013). Profiled visitor spending in terms of amounts of money spent and the location of such spending. Guest surveys were conducted on-site at Folly Beach hotels to document visitor spending levels and spending patterns.
- Consultant, Horry County Schools - Marketing for School Administrators (2012). Developed a delivered seminars designed to help School Administrators assume the role of Chief Marketing Officer for their schools and school brands. These interactive sessions served as professional development opportunities for School District Personnel.

### **Professional Memberships (Past and Present)**

- Atlantic Marketing Association
- Association of Marketing Theory and Practice
- Southeast InfORMS
- Division I Faculty Athletics Representatives