

Dennis Rauch, Ph.D.
Professor of Marketing

Academic Degrees Earned

- Ph.D., University of Iowa, Iowa City, IA, Marketing, 1984
- M.B.A., Western Illinois University, Macomb, IL, 1976
- B.B.A. Western Illinois University, Macomb, IL, Marketing, 1975

Academic Experience

- Associate / Professor of Marketing, Coastal Carolina University, Conway, SC (1987-Present)
- Assistant Dean, Wall College of Business, Coastal Carolina University, Conway, SC (1992-1997)
- Assistant Professor of Marketing, Bradley University, Peoria, IL (1982-1987)
- Instructor of Marketing, University of Iowa, Iowa City, IA (1980-1982)
- MBA Advisor, University of Iowa, Iowa City, IA (1978-1980)
- Graduate Teaching Assistant, University of Iowa, Iowa City, IA (1977-1978)
- Instructor of Marketing, Western Illinois University, Macomb, IL (1976-1977)

Non-Academic Experience

- Partner, BRI Marketing Research Myrtle Beach, SC (1995-Present)
- Executive Director, Strand Marketing Research, Myrtle Beach, SC (1998-2001)

Teaching Interests

- Marketing Research, Marketing Strategy, Business Statistics

Research Interests

- Tourism, Business Education

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*.
- Mitchell, M. & Rauch, D. (2016). The Multi-Sport Sampling Plan: A Price Bundling Option for Collegiate Athletics. *The Sport Journal*.
- Rauch, D. A., Collins, M. D., Nale, R. D., & Barr, P. B. (2015). Measuring Service Quality in Mid-Scale Hotels. *International Journal of Contemporary Hospitality Management*, 27 (1), 87-106.

Selected Service Engagements

- Active Engagement with Graduate and Undergraduate Curriculum Development and Review
- Consulting clients include: South Carolina House Judiciary Committee, South Carolina Policy Council, South Carolina Department of Parks Recreation and Tourism, The Carolina Bays Task Force, Grand Strand Area Council on Transportation, and The Children's Museum of South Carolina, Inc.