

Dr. Felicia M. Miller

Marquette University
Curriculum Vitae

OFFICE ADDRESS:

Department of Marketing
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Education

Ph D, University of Cincinnati, 2006.
Major: Marketing

BS, University of Pennsylvania, 1992.
Major: Marketing

Professional Experience

Academic - Post-Secondary

Associate Professor, Marquette University. (August 16, 2014 - Present).
Assistant Professor, Marquette University. (2006 - August 15, 2014).

Professional

Advertising Consultant, The Procter & Gamble Company. (October 2000 - December 2001).
Brand Manger, The Procter & Gamble Company. (August 1996 - October 2000).
Assistant Brand Manger, The Procter & Gamble Company. (August 1992 - August 1996).

TEACHING

Courses Taught

Marquette University

MARK 3001, Intro to Marketing, Undergraduate.
MARK 4010, Consumer Behavior, Undergraduate.
MARK 4931, Topics In Marketing:, Undergraduate.
MARK 4995, Independent Study in Marketing, Undergraduate.
MARK 6100, Marketing Management, Graduate.
MARK 6185, Brand Management, Graduate.
MARK 6995, Independent Study in Marketing, Graduate.

Other

BUAD 240, Marketing Management, Graduate.
EXBU 6520, Marketing Management, Graduate.
MARK 140, Intro to Marketing, Undergraduate.
MARK 2006, Introduction to Marketing, Undergraduate.
MARK 3001, Intro to Marketing, Undergraduate.
MARK 4953, Seminar in Marketing, Undergraduate.
MARK 6100, Marketing Management, Graduate.

MARK 6185, Brand Management, Graduate.
MARK 6995, Independent Study in Marketing, Graduate.

Non-Credit Instruction Taught

Workshop, Executive MBA program, 19 participants. (January 23, 2016).
Workshop, Executive MBA program, 10 participants. (August 20, 2015).

Directed Student Learning

Mentor for Ronald E. McNair Scholars Program - Summer Research Project, Jabari Clifton (January 18, 2015 - July 23, 2015).
Master's Thesis Committee Member, Nkenge Kirton (October 1, 2013 - May 15, 2014).

SCHOLARLY ACTIVITY

Publications and Other Intellectual Contributions

Journal Article, Academic Journal, Refereed

- Miller, F. (2015). Ad Authenticity: An alternative explanation of advertising's effect on established brand attitudes. *Journal of Current Issue and Research in Advertising/Routledge*, 36, 177-194.
- Miller, F., Schertzer, S. (2014). Demand Artifact: Objectively Detecting Biased Subjects in Advertising Research. *Psychological Reports/Ammons Scientific Ltd*, 115 (3), 697-709.
- Miller, F., Allen, C. T. (2012). How does celebrity meaning transfer? Investigating the process of meaning transfer with celebrity affiliates. *Journal of Consumer Psychology/Elsevier Inc.*, 22, 443-452.
- Miller, F., Lacznia, E. (2011). The Ethics of Celebrity-Athlete Endorsements: What happens when a star steps out of bounds? *Journal of Advertising Research*, 51 (3), 499-510.
- Kardes, F. R., Posavac, S. S., Silvera, D., Cronley, M. L., Sanbonmatsu, D. M., Schertzer, S., Miller, F., Herr, P. M., Chandrashekar, M. (2006). Debiasing Omission Neglect. *Journal of Business Research*, 59 (6), 786-792.
- Garcia, A., Dawes, M., Kohne, M. L., Miller, F., Groschwitz, S. (2006). In Blaise Cronin (Ed.), *Implementing Technological Change in Organizations: The Contribution of Workplace Studies Research. Annual Review of Information Science and Technology/Wiley*, 40 (1), 393-437.

Book, Chapter in Scholarly Book-New, Refereed

- Miller, F., Fournier, S., Allen, C. T. (2012). In Marc Fetscherin, Mike Breazeale, Susan Fournier, and T.C. Melewar (Ed.). *Exploring Relationship Analogues in the Brand Space. Consumer-Brand Relationships: Theory and Practice*. (pp. 30-56). London: Routledge.
- Allen, C. T., Fournier, S., Miller, F. (2008). Brands and their Meaning Makers. *Handbook of Consumer Psychology* (pp. 781-822). New York, NY: Psychology Press.

Internal Grants

Grant

Miller, F., "Attitude toward the Ad replication (mini-grant)," Sponsored by College of Business, College of Business Administration, \$1,250.00. (September 2014 - January 2015).
Miller, F. (Principal), "Research development grant," Sponsored by Marquette University's Office of Research and Sponsored Programs, Marquette University, \$2,300.00. (January 1, 2009 - December 31, 2009).

Presentations

National/International Academic

Miller, F. (Presenter & Author), Brands and Brand Relationships, "Validating Brand Relationship Types," Boston, MA. (May 21, 2014).

Miller, F. (Presenter & Author), Consumer Brand Relationship, "An Exploration of Consumer Relationships with Celebrity Brands," Boston, MA. (June 5, 2012).

Miller, F. (Presenter & Author), Laczniak, E. (Author Only), American Marketing Association Winter Educator's Conference, "A Conceptual Framework for Examining Advertiser Ethics and Celebrity Endorsements," American Marketing Association, Austin, TX. (February 18, 2011).

Miller, F. (Presenter & Author), International Colloquium on the Brand-Consumer Relationship, "A Comparative Investigation of Popular Brand Relationship Types," Orlando, FL. (April 23, 2010).

Regional and Other Academic

Miller, F. (Presenter & Author), College Seminar Days, "Customer Based Brand Equity: A Model for Business-to-Business Services," College of Business Administration, Milwaukee, WI. (November 4, 2011).

Miller, F. (Presenter & Author), College Seminar Days, "Authentic Advertising: A meaning-based approach to understanding advertising effectiveness," College of Business Administration, Milwaukee, WI. (November 12, 2010).

Miller, F. (Presenter & Author), One Thing Led to Another, "Three Bimbos of the Apocalypse," Office of Research and Special Projects, Raynor Library. (September 15, 2010).

Miller, F. (Presenter & Author), Pre-trip Briefing session for Global Branding Study Abroad Program, "Global Branding," College of Communication, Raynor Conference Center. (May 11, 2010).

Professional Affiliations and Editorial Board Service

Member, American Marketing Association.

Professional Service

Board of Advisors of a Company, OceanSpray Innovation Advisory Board, Boston, MA. (June 2012 - Present).

Speaker, Silver Lining conference, Milwaukee, WI. (May 10, 2012).

Keynote Speaker, GE HealthCare, Waukesha, WI. (November 15, 2010).

ACADEMIC AND UNIVERSITY SERVICE

Department Service

Attendee, Summer Preview. (June 17, 2016).

Attendee, Recruitment Activity, College of Business Open House. (February 7, 2015).
Attendee, Summer Preview. (June 9, 2014).
Presented department awards at 2013 Honors Convocation, Honors Convocation. (April 13, 2014).
Attendee, Recruitment Activity, College of Business Open House. (February 1, 2014).
Faculty Recruiter. (June 2013 - October 2013).
Attendee, Summer Preview. (June 21, 2013).
Attendee, Summer Preview. (June 10, 2013).
Organized luncheon for three retiring faculty members, Retirement Luncheon. (April 2013 - May 3, 2013).
Presented department awards at 2013 Honors Convocation, Honors Convocation. (April 14, 2013).
Attendee, Recruitment Activity. (October 29, 2012).
Presented department awards at 2012 Honors Convocation. (April 15, 2012).
Presented department awards at 2011 Honors Convocation. (April 10, 2011).
Presented department awards at 2010 Honors Convocation. (April 11, 2010).

College Service

Committee Member, Bridge to Business. (May 2016 - Present).
Marquette Women in Business student organization. (September 2007 - Present).
Committee Member, MBA. (August 2007 - Present).
Attendee, May Graduation, May Graduation. (May 22, 2016).
Facilitated session to provide feedback on COBA strategic plan tactics, Dean's Council of Excellence meeting. (December 10, 2015).
Attendee, May Graduation, May Graduation. (May 17, 2015).
Attendee, May Graduation, May Graduation. (May 18, 2014).
Attendee, May Graduation, May Graduation. (May 19, 2013).
Attendee, May Graduation, May Graduation. (May 20, 2012).
Attendee, May Graduation, May Graduation. (May 22, 2011).
Attendee, May Graduation, May Graduation. (May 23, 2010).

University Service

Committee Member, Faculty Hearing Committee. (August 2016 - Present).
Committee Member, 100th Anniversary of Men's Basketball - Branding and Marketing Working Group. (November 2015 - Present).