
Sam Cousley, D.B.A.

Instructional Associate Professor of Marketing

Academic Background

D.B.A. Louisiana Tech University, Ruston, LA, Marketing, 1974

M.B.A. Mississippi State University, Starkville, MS, Business Administration, 1970

B.S. Mississippi State University, Starkville, MS, Business Administration, 1967

Academic Experience

Instructional Associate Professor of Marketing, University of Mississippi, School of Business Administration (August, 1999 - Present), University, Mississippi. Taught Marketing Principles, Marketing Policy and Strategy, Consumer and Market Behavior, Marketing Research, Statistics I, Statistics II, Statistical Analysis (MBA), Business Decision Making (MBA), and Operations through the Life Cycle (MBA)

Assistant Professor / Associate Professor, Arkansas State University (1972 - 1984), Jonesboro, Arkansas. Director of MBA Program (1976-1978), Director of Small Business Development Center (1978-1979). Taught Principles of Marketing, Principles of Management, Principles of Economics, Business Policy, Marketing Research, Statistics I, Statistics II, Marketing Management, Sales Management, Consumer Behavior, Marketing Policies, and Marketing Seminar

Instructor, University of Southern Mississippi (1970 - 1971), Hattiesburg, Mississippi. Taught Principles of Marketing, Advertising, and Retailing

Non-Academic Experience

National

General Manager, San-Dow Broadcasting (1985 - 2000), Tupelo, Mississippi. WWMS-FM, WZLQ-FM, WSYE-FM, and WELO-AM

General Manager, Duke Broadcasting Corporation (1984 - 1985), Jonesboro, Arkansas. KFIN-FM

Officer, U.S. Army (1967 - 1969), Unknown, Unknown. Served as Brigade Personnel Officer and as Battalion Adjutant

Refereed Articles

Robinson, R. K., Fairclough, S. J., Nichols, D. L., & Cousley, S. (2013). In Sickness and in Health: Implications for Employers when Bipolar Disorders and Protected Disabilities. *Employee Responsibilities and Rights Journal*, 25 (4), 277-292.

Robinson, R. K., Nichols, D. L., Cousley, S., & Markham, F. (2011). New Process Steel, LP v. NLRB: Quorum

Issues and Their Impact on Federal Labor Code Enforcement. *Southern Journal of Business and Ethics*, 3, 110 - 125.

Robinson, R. K., Nichols, D. L., & Cousley, S. (2011). Ricci v. DeStefano: Radical Change in Disparate Impact Theory or Much ado about Nothing? *Southern Law Journal*, 21 (1), 29-40.

Robinson, R. K., Nichols, D. L., Goodman, J. M., & Cousley, S. (2009). Employment Non-Discrimination Act: Implications for Employers. *Southern Law Journal*, XIX (1), 109-119.

Cousley, S. (2002). The Exact Partitioning of Chi-Square Contingency Tables in Marketing Research. *Marketing Advances in Pedagogy, Process, and Philosophy*, 73-74.

Cousley, S. & Oldham, F. (1979). The Management Audit. *American Institute of Management*.

Cousley, S. & Oldham, F. (1979). Training by Mail: Management's Alternative. *Journal of Applied Management*, 10-14.

Cousley, S. & Adams, D. (1977). Nonparametric Statistical Tests in Business Survey Research — The Kruskal-Wallis Analysis of Variance. *Delta Psi Epsilon Journal*, 19, 31-40.

Cousley, S. & Stevens, R. E. (1973). Industrial Buying Motives: A Conceptual Model. *Business Ideas and Facts*, 47-52.

Invited Articles/Reviews

Cousley, S. (2004). Review of Managerial Applications of Multivariate Analysis in Marketing, by James H. Myers and Gary M. Mullet. *Journal of Marketing Research*, 41, 234-236.

Refereed Proceedings

Full Paper

Cousley, S. (1976). The Impact of Color Contrast on Advertising Effectiveness. *Southern Marketing Association*, 249-251.

Cousley, S. (1975). An Experimental Study of the Serial Position Effect in Advertising. *Southern Marketing Association*, 7-9.

Presentation of Refereed Papers

International

Cousley, S. (1981, June). *Seminar on the Management Audit*. American Institute of Management, Symposium on the Management Audit Process, Kuala Lumpur, Malaysia.

National

Cousley, S. (2002, November). *The Exact Partitioning of Chi-Square Contingency Tables in Marketing Research*. Society for Marketing Advances Conference, St. Pete Beach, Florida.

Cousley, S. (1980, March). *Increasing Bank Profitability through Management Audits*. American Bankers Association, Community Bank Executives Conference, Miami, Florida.

Regional

Cousley, S. (1982, April). *Innovative Developments in Teaching Advertising*. Mid-South Marketing Educators Conference, Long Beach, Mississippi.

Cousley, S. (1981, March). *Developing College-Community Relations*. Mid-South Marketing Educators Conference, Mobile, Alabama.

Cousley, S. (1979, March). *Bank Marketing Research*. Arkansas Bankers Association's Bank Marketing School, Unknown, Unknown.

Cousley, S. (1978, February). *A review of 'A Percentage-Based Factor Analytic Approach to Compare Cross-National Economic Growth Variables'*. Mid-South Academy of Economists, Jackson, Mississippi.

Service to the University

Department Assignments

Chair:

2008-2009: Assessment Committee: I was responsible for coordinating the Marketing Department Assessment Plans and Reports.

2002-2003 – 2003-2004: Marketing Department, Search Committee for Clinical Assistant Professor of Marketing: University of Mississippi, School of Business Administration

College Assignments

Member:

2009-2010: Honors Thesis Committee: Served on Honors Thesis Committee of a student writing about business ethics.

2001-2002: School of Business Administration, Strategic Planning Committee: University of Mississippi

Dissertation Assignments

Chair:

2011-2012: Honors Thesis Committee: Chaired Honors Thesis Committee

Unassigned

Department Assignments

Coordinator:

2017-2018: Assurance of Learning Coordinator

University Assignments

Member:

2015-2016: External Academic Affairs Committee

University of Mississippi, School of Business Administration

Department Assignments

Assurance of Learning - Institutional Service:

2017-2018: Assurance of Learning Coordinator

College Assignments

Member:

2017-2018: Finance Department Search Committee

2007-2008 – 2016-2017: MBA Committee

2007-2008: Marketing Clinical Search Committee

2004-2005: MBA Committee

University Assignments**Member:**

2010-2011 – 2015-2016: External Academic Affairs Committee

Service to the Profession**Reviewer - Article / Manuscript**

2012: Journal of Business Ethics.

Service to the Community**Member of a Committee**

1998: Oxford Planning Commission, (1995-1998) Member for four years and Chair for one year.

Other Community Service Activities

1993: Mississippi Association of Broadcasters Board of Directors, (1992-1993)

1984: Arkansas Broadcasters Association Board of Directors, (1983-1984)

Positions Held in Civic Organizations

1997: Oxford Rotary Club, President

1984: Sales and Marketing Executives Club of Jonesboro, Arkansas,, President and Board Member (1979-1984).

1984: Greater Jonesboro, Arkansas, YMCA Board of Directors , Chair of Long Run Planning Committee (1982-1984).

Teaching Honors and Awards**Award**

2013 – 2014: , School of Business Administration. Outstanding PBMA Teacher of the Year

2009: , School of Business Administration. Outstanding PMBA Teacher of the Year.

2004: , School of Business Administration. MBA Professor of the Year

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