From the Director

The Spring MMR Advisory Board meeting was held on April 28, 2015 at the Terry Executive Education Center. Updates about the incoming and outgoing students, as well as program news is summarized below.

Placement for the Class of 2015

Nearly all of the class has accepted positions and are settling into new locales spanning California, Ohio, Louisiana, Indiana, North Carolina, and Washington, DC. Supplier firms edged out client side firms this year with graduates going to Added Value, dunnhumby-USA (now 84.51°), Lieberman Research, Millward Brown, and SKIM. Client firms hiring 2015 graduates are Arby’s, Blue Cross Blue Shield, Chick-fil-A, Duke Energy, Eli Lilly, and Hilton Hotels.

Class of 2016

The class of 2016 is well into the summer curriculum. The class of 19 was accepted from an applicant pool of about 130. Five earned undergraduate degrees from Georgia schools, with the rest coming from across the country including Arizona, Ohio, Alabama, Wisconsin, Kentucky, Texas, Colorado, Pennsylvania and South Carolina. We also welcome two international students – one from China and one from Bangladesh. Marketing/business administration is the

Alumni Reconnecting

Alumni are reconnecting up and down the East Coast, and having a blast getting back in touch and meeting new folks! This Spring we enjoyed MMR Meetups in New York, Greensboro, Richmond, and Atlanta. Additional meetups are in the works for Charlotte, Greensboro, and San Francisco. If you’d like help scheduling an alumni dinner, cocktail hour, or local hike in your area or want help reconnecting with local alums, please email Suann.griffin@marcresearch.com or mike@aperioinsights.com
Department and Faculty News

Once again, several of Terry’s marketing faculty have been recognized among the most productive marketing scholars. For the 2010-2014 time period, Son Lam is tied for 9th in the world in terms of research productivity based on publications in AMA’s premier journals Journal of Marketing and Journal of Marketing Research. Sundar Bharadwaj is tied for 49th on the same list. As a marketing department, UGA is tied for 14th (up from 27th) worldwide based on publications in the premier AMA journals for the 2010-2014 time period.

The author team of Ryan Mullins, Michael Ahearne, Son Lam, Zachary Hall and Jeffrey Boichuk received the American Marketing Association’s Sales Special Interest Group Excellence in Research Award for their 2014 Journal of Marketing article “Know Your Customer: How Salesperson Perceptions of Customer Relationship Quality Form and Influence Account Profitability”. The Excellence in Research Award recognizes the author(s) of a professional selling and/or sales management article, published during the previous year, that has made a significant contribution to the sales discipline.

Congratulations to Kevin Ellis who was promoted to Senior Lecturer.

In 2014-2015, the Undergraduate Professional Sales Program at UGA had an extraordinarily successful year. UGA placed first among roughly 65 colleges and universities in the National Collegiate Sales Competition held at Kennesaw. UGA also placed first in the Team Case Presentation at the International Collegiate Sales Competition (held at Florida State). At the State Farm Invitational Marketing and Sales Competition, one of our students placed second and UGA as a school placed fourth.

Selected Recent and Forthcoming Publications include:


**New Faculty**

Kristy McManus received her Ph.D. in Marketing from the University of Georgia and will be joining UGA as a Lecturer this fall from her current position as an Assistant Professor of Marketing at the University of Wisconsin – La Crosse. At UW-L, Kristy has taught a wide variety of courses and has led students on several study abroad programs to Slovakia, Australia and New Zealand, and most recently to England for courses at Kingston University. Kristy also led the American Marketing Association (AMA) student organization for the past four years at UW-L, and won the Hugh G. Wales Outstanding Faculty Advisor award for 2014-15. Kristy researches a wide variety of topics related to consumer behavior and decision-making, and has published in journals such as *Business Horizons, American International Journal of Contemporary Research*, and *Journal of Legal Issues and Cases in Business*. Before returning to UGA to pursue her Doctorate, Kristy was the Director of Graduate programs in the College of Business for the University of Tennessee, Chattanooga. Prior to that, Kristy worked for several years in the software industry for Paciolan, Inc. Kristy loves to travel and is also looking forward to Georgia football games this fall.

**Graduation**

The class of 2015, family and faculty enjoyed a graduation dinner at the Athens Country Club. Following dinner, Professor John Hulland was announced as recipient of the 2015 MMR Teacher of the Year Award. Cori Deutsch received the 2015 MMR Student of the Year Award. Congratulations to John and Cori!

The official University Graduate Graduation ceremony the morning of May 8 was followed by the Terry Graduation Convocation that afternoon.
The seminar series is an important component of the MMR curriculum. Throughout the program, marketing research practitioners take time from busy schedules to visit the UGA campus and share their insights and experiences with MMR students. The series offers a valuable supplement to the traditional program coursework and provides a medium for introducing MMR students to the latest industry trends and practices.

The seminar series is constantly evolving. New seminars and speakers in the past year include Brands as Stereotypes (Lieberman Research), Mobile Research (Burke, Inc.) and Insights at Chick-fil-A (Chick-fil-A). If you are interested in participating in the Seminar Series or would like to recommend someone, please contact Charlotte Mason (cmason@uga.edu) or Marcus Cunha (cunhamv@uga.edu).

<table>
<thead>
<tr>
<th>Speaker/Company</th>
<th>Topic</th>
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<tr>
<td>Barbara Connors &amp; Dan Meinwald</td>
<td>Putting the Customer First to Drive Loyalty &amp; Long-term Growth</td>
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<td>Lindsay Zaltman</td>
<td>Tapping into the Consumer Unconscious</td>
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<td>Olson Zaltman Associates</td>
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<td>Paul Rubenstein</td>
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<td>Accelerant Research</td>
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<td>Mike Kessling &amp; Hannah Thompson</td>
<td>Market Research in the Product Development Cycle</td>
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<td>Kids II</td>
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<td>Niels Schillewaert</td>
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<td>InSites Consulting</td>
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<td>Tom LaForge</td>
<td>Macroforces &amp; Cultural Trends</td>
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<td>The Coca-Cola Company</td>
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<td>Tim Norvell</td>
<td>Interviewing &amp; Careers in Marketing Research</td>
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<td>Elon University</td>
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<td>Bruce Olson</td>
<td>Report Writing Workshop</td>
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<td>MMR Research</td>
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<td>Christopher Elsbur</td>
<td>Brands as Stereotypes</td>
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<td>Lieberman Research Worldwide</td>
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<td>Chris Murphy &amp; Salim Sitafalwalla</td>
<td>Equity Measurement</td>
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<td>Millward Brown</td>
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<td>Laura Dahlgren, Brent Taylor, Brandis Banks, and Chris D’Amico</td>
<td>Consumer Research and New Product Development</td>
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<td>Altria</td>
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<td>Kim Jauch</td>
<td>Presentation Design</td>
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<td>Directions Research</td>
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<td>Tim Morder</td>
<td>Insights at Chick-fil-A</td>
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<td>Chick-fil-A</td>
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<td>Mike Courtney</td>
<td>The Cliff Notes Guide to Being a Futurist</td>
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<td>Aperio Insights</td>
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<td>Chris Miller</td>
<td>The MR Process</td>
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<td>Lynx Research Consulting</td>
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<td>Dan Womack</td>
<td>Insights at Aflac</td>
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<td>Aflac</td>
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<tr>
<td>Charles Guilbeau</td>
<td>Ad Testing (including Super Bowl)</td>
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<td>Anheuser-Busch</td>
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<td>Jamie Baker-Prewitt</td>
<td>Mobile Research</td>
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<td>Burke, Inc.</td>
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<td>Vikram Hosur, Ami Alfieri &amp; Sonya Shen</td>
<td>Project Management</td>
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<td>FedEx</td>
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<td>David Sackin</td>
<td>Storytelling</td>
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Alumni Corner

2008
Carla (Brandon) Jordan is happy to announce the birth of her daughter, Isla Claire Jordan, on 1/25/2015.

2003
Evan Williams reports that he was recently promoted to Director of Consumer Insights for Africa, Middle East and Asia for General Mills. He switched companies, as he was previously at Mondelez for seven years. Evan and his wife also welcomed their first baby. His name is Ted Tadashi Evan Williams and he was born on January 23, 2015 in Singapore.

2002
Meggie Dotov has been working for American Express as Senior Consumer Insights Manager since July 2014. She, her husband and two children live in NYC.

2001
Suann Meier Griffin and Vijay Rajan (2002) met and rode their motorcycles on the winding country roads of Virginia.

2000
Erin (Wittes) Dougherty was recently promoted to Senior Account Executive at Directions Research, Inc. She and her husband are also expecting their second child in July.

CLASS OF 2016

The Class of 2016 at the UGA Challenge Course
MMR Class of 2014 Corporate Projects

Anheuser-Busch
Team Members: Ally Burton, Cori Deutsch, Charlie Farr, and Katheryn Knarr
Faculty Advisor: Rich Fox
A 21st birthday represents a “coming of age”. Turning 21 also means reaching legal drinking age. Attitudes and preferences developed at this young age persist, including those pertaining to alcoholic beverages. A trend among Millennials is a shift to wine and liquor and away from beer when choosing an alcoholic beverage. This is in part fueled by the growing popularity of flavored whiskeys. Another threat to beer sales is the increasing popularity of hard cider drinks. The Anheuser Busch project, labeled Project 21, focused on developing a 360° view of the 21 year old, including attitudes and preference toward alcoholic beverages as well as usage. The team conducted qualitative research in the form of focus groups and in-depth interviews among 21 year olds to provide insight into the experience of turning 21, what this passage means, and associated concerns. A quantitative follow-up study was also conducted, again among 21 year olds, to further explore issues raised in the qualitative portion and to test related hypotheses. The team participated in designing the questionnaire, determining the tab banner, as well as analyzing and reporting the results.

Eli Lilly
Team Members: Reeba Mathai, Sarah Mitchell, Andrew Olson, and Michael Saverine
Faculty Advisor: John Hulland
The MMR Eli Lilly project focused on evaluating and predicting the future competitive landscape for diabetes control products. More specifically, the team was concerned with mapping and scenario planning for injectable treatments for Type 2 Diabetes. The team sought to identify potential “white space” for future targeting of Eli Lilly’s current and upcoming products. The team analyzed numerous existing Eli Lilly studies to gain background understanding of the disease and treatments. They also conducted literature searches on several competitors and numerous competitive products, resulting in a useful database of products and corresponding features. Finally, the team quantitatively evaluated Lilly’s and competitors’ existing and upcoming products on several attributes to develop a positioning map showing potential white spaces.

Merck
Team Members: Annalise Levandoski, Katie Mendrala, Katie Stewart, and Marti Richmüller
Faculty Advisors: Candice Hollenbeck and Jen Osbon
Merck competes in the contraceptive product market. The objective of the MMR Merck project was to develop an in-depth “understanding of the media patterns and search behavior of women, ages 18-34, who are actively seeking birth control information. The team served in an advisory capacity to the Merck project team, providing a “sounding board” for research design questions and conclusions. The MMR team had a bird’s eye view of the client-supplier interface throughout the project. The research first involved establishing an online community of women in the target audience and conducting a focus group with women in the target. A subsequent online quantitative survey, following up on issues raised in the qualitative study, was also conducted. Among the lessons learned by the team are the importance of proper management of the supplier-client interface and guidance for accomplishing this.

Coca Cola
Team Members: Emily Besse, Katie Cheney, Giselle Ge, and Cat Knotts
Faculty Advisor: Marcus Cunha
The Super Bowl is not only a stage for determining the National Football League champion, but is also a showcase for television advertising. Traditional TV copy research produces metrics which focus on the intrusiveness and communication power of an ad. The effectiveness of a commercial in this context is assessed using these metrics, but ultimately effectiveness generally relates to sales impact. In the case of Super Bowl commercials, success is also measured by consumer reaction and the “buzz” created by the ad. The various rankings produced by popular media sources such as USA Today Ad Meter and Advertising Age were used to develop a “success” score for a set of Super Bowl ads. Survey research among consumers was used to obtain ratings of the ads on key dimensions. A second set of commercial metrics was generated by having judges grade several aspects of commercials using a prescribed coding scheme developed by the team. The team used these two sets of commercial ratings as independent variables to develop separate models for predicting Super Bowl ad success.
IleX North America 2015

A big thanks to Lenny Murphy for inviting the Class of 2016 to work as volunteers and attend IleX North America 2015 where they had the opportunity to attend sessions, talk with exhibitors, and enjoy the social events. A number of MMR alums were at the event as speakers or attendees. Mike Courtney and Suann Griffin generously arranged a MMR alumni reception Monday evening. With approximately 750 in attendance, it was a great opportunity to hear from and meet many industry leaders.

1. Lenny Murphy, Conference Organizer
2. Mike Courtney (MMR ’96)
3. MMRs working at registration
4. Merrill Dubrow from M/A/R/C Research.
5. Rich Fox with Lauren Foltz (MMR ’09), JPMorgan Chase
6. MMR Class of 2016
Correll Hall, Phase 1 of the Terry College’s Business Learning Community, is putting the finishing touches on now. The building opens Fall 2015 and will house graduate programs and administration.

ADVISORY BOARD

The Advisory Board is comprised of recognized leaders in marketing research from a broad cross-section of client and supplier firms. Board members provide strategic and curricular guidance to the program, share their experiences including new methodologies and practices via the Altria Executive Seminar Series, and provide placement opportunities for students.

- Altria
- Anheuser-Busch
- BBDO
- Bellomy Research
- Burke, Inc.
- CASRO
- Consumer Insights
- Directions Research, Inc.
- Eli Lilly and Company
- InSites Consulting
- Johnson & Johnson Vision Care
- JPMorgan Chase
- Kimberly-Clark
- Lynx Research Consulting
- M/A/R/C
- McKinsey & Company
- Merck & Co., Inc.
- Millward Brown
- MMR Research Associates, Inc.
- PepsiCo
- The Coca-Cola Company
- The Marketing Workshop

Board Chair: Rob Arnett
Past Chair: Jeff Miller
Chair-elect: pending
Co-Chairs of Corporate Outreach Committee: Niels Schillewaert and Betsy Sutherland
Co-Chairs of Student Skills Committee: David Sackin and Leslie Schall
Chair of Alumni Engagement Committee: Mike Courtney
MMR Director: Charlotte Mason
MMR Graduate Coordinator: Marcus Cunha, Jr.

We Want to Hear from You!

Please send your news via email to: jmeyer@uga.edu or cmason@uga.edu

The University of Georgia

The Master of Marketing Research

Benjamin C. Ayers, Dean,
Earl Davis Chair in Taxation
Charlotte Mason, Director, MMR
Marcus Cunha, Jr., Graduate Coordinator, MMR
Jamese Meyer, Program Coordinator, MMR

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The University of Georgia