

Brian Tietje

California Polytechnic State University, San Luis Obispo
Marketing
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Education

Ph D, University of Washington, 1999.
Major: Marketing

MBA, University of Hawaii, 1994.

BS, Bowling Green State University, 1988.
Major: Marketing
Supporting Areas of Emphasis: Selling & Sales Management

Professional Positions

Academic

Associate Dean of Undergraduate Programs, California Polytechnic State University, San Luis Obispo. (September 2007 - Present).

Interim Marketing Area Chair, California Polytechnic State University, San Luis Obispo. (September 2007 – December 2007).

Associate Professor of Marketing, California Polytechnic State University, San Luis Obispo. (September 2005 - Present).

Assistant Professor of Marketing, California Polytechnic State University. (June 1999 - June 2005).

Instructor, University of Washington Business School. (1994 - 1999).

Professional

Business Plan Specialist, Pacific Business Center Program, University of Hawaii. (1992 - 1994).

Sales Technology Manager, Johnson & Johnson Consumer Products, Inc.. (1990 - 1991).

Retail Operations Manager, Johnson & Johnson Consumer Products, Inc.. (1990).

Key Account Manager, Johnson & Johnson Baby Products Company. (1988 - 1990).

College Sales Agent, Northwestern Mutual Life Insurance Company. (1986 - 1988).

Sales Intern, Lever Brothers, Inc., Household Products Division. (1987).

Commission Sales Representative, Culligan Water Conditioning. (1985).

Development Activities Attended

Workshop, "Situational Leadership Training." (June 2008).

Attended Conference, "Designing a Better Marketing Dashboard," American Marketing Association, Scottsdale, AZ. (September 14, 2006 - September 16, 2006).

Workshop, "AACSB Assessment Workshop," AACSB, Maryland. (June 13, 2005 - June 16, 2005).

TEACHING

Teaching Experience

California Polytechnic State University, San Luis Obispo

BUS 346, Principles of Marketing, 5 courses.

BUS 349, 2 courses.

BUS 418, Listening to the Customer, 3 courses.

BUS 419, Strategic Marketing Measurement, 11 courses.

BUS 450, 5 courses.

BUS 452, Product Management, 1 course.

BUS 464, 1 course.

IT 406, 3 courses.

Directed Student Learning

Senior Project, "Efficient Acquisition: An Examination of How Web Associates Acquired New Business," Marketing. (January 2007 - May 2007).

Advised: Lindsey Grant

Senior Project, "Parelli Marketing Analytics Project," Marketing. (September 2006 - March 2007).

Advised: Terra Pugh

Senior Project, "Marketing plan for a local running event," Marketing. (January 2006 - January 2007).

Advised: Brandon Collins

Senior Project, "Building an Identity Theft Protection Service," Marketing. (March 2006 - September 2006).

Advised: Eric McClung

Senior Project, "GoWithKnow.com Business Plan," Marketing. (December 2005 - September 2006).

Advised: Stephanie Ramirez

Senior Project, "Business Plan," Industrial Technology. (April 2005 - June 2006).

Advised: Sam White

Senior Project, "PartyNowPayLater.com Business Plan," Marketing. (January 2006 - March 2006).

Advised: J Euphrat

Senior Project, "Print Shop Business Plan," Marketing. (December 2004 - December 2005).

Advised: Lance Brandenburg

Awards and Honors

Most Outstanding Faculty, California Polytechnic State University, Marketing Area. (2004).

Most Outstanding Faculty, California Polytechnic State University, Marketing Area. (2003).

RESEARCH

Published Intellectual Contributions

Book Chapters

Tietje, B., Brunel, F. (2005). "Towards A Unified Theory of Implicit Consumer Brand Cognitions". Applying Social Cognition To Consumer-Focused Strategy.

Refereed Journal Articles

Borin, N. A., Metcalf, L. E., Tietje, B. (2008). Implementing Assessment in an Outcomes-Based Marketing Curriculum. *To appear in Journal of Marketing Education*.

Barber, C., Tietje, B. (2007). A Research Agenda for Value-Stream Mapping the Sales Process. *To appear in Journal of Personal Selling & Sales Management*, 28(2).

Borin, N. A., Metcalf, L. E., Tietje, B. (2007). A Replicable, Zero-Based Model for Marketing Curriculum Innovation.. *Journal of Marketing Education*, 29, 164-174.

Barber, C., Tietje, B. (2006). "A New Look at Industrial Sales and its Requisite Competencies". *Journal of Selling and Major Account Management*, 6(4), 27-40.

Barber, C., Tietje, B. (2004). "Competency Requirements For Managerial Development in Manufacturing, Assembly, and /or Material Processing Functions". *Journal of Management Development*, 23(6), 596-607.

Tietje, B., Brunel, F., Greenwald, T. (2004). "Is the Implicit Association Test a Valid and Valuable Measure of Implicit Consumer Social Cognition?". *Journal of Consumer Psychology*, 14(4), 385-403.

Barber, C., Tietje, B. (2003). "A Distribution Services Approach for Developing Effective Competitive Strategies Against the Big Boxes". *Journal of Retailing and Consumer Services*, 11, 95-107.

Journal Articles

Borin, N. A., Metcalf, L. E., Tietje, B. (2006). Building a New Marketing Curriculum. *Marketing Insights*, 3(1).

Regular Column in Journal or Newspaper

Tietje, B. Wall Street Journal Marketing Educators' Review. *Wall Street Journal*.

Presentations Given

Tietje, B. (Presenter & Author), Barber, C. (Presenter & Author), National Conference for Sales Management, "Distinctive Competencies Required in Industrial Sales," Reno, NV. (2004).

Contracts, Grants and Sponsored Research

Other

Tietje, Brian (Principal), "Hybrid Learning Grant," Sponsored by CTL/OCOB, Cal Poly, SLO. (March 2006 - December 2006).

Awards and Honors

Richard and Julie Hood Marketing Professorship. (2005).

SERVICE

Editorial and Review Activities

Ad Hoc Reviewer, Association for Consumer Research.

Invited Manuscript Reviewer, "IMC: Using Advertising and Promotions to Build Brands."

Editorial Board Member, "Journal for Advancement of Marketing Education," Marketing Management Association.

Invited Manuscript Reviewer, "Journal of Business Research special issue on Marketing on the Web."

Ad Hoc Reviewer, "Journal of Retailing and Consumer Services."

"Personal Selling: Achieving Customer Satisfaction and Loyalty."

Ad Hoc Reviewer, Society for Consumer Psychology.

"The ABC's of Relationship Selling."

Ad Hoc Reviewer, "Summer Marketing Educator's Conference Proceedings," American Marketing Association. (March 2008).

Ad Hoc Reviewer, "Sales Management: Building Customer Partnerships," Houghton-Mifflin textbook. (June 2007 - July 2007).

General Service

College

Administrative Assignment, Associate Dean, Orfalea College of Business. (September 2007 - Present).

Committee Chair, Graduate Committee Chair, Member. (January 2004 - Present).

Student Org Advisor (Professional Org), Academic Advisor, American Marketing Association. (September 1999 - Present).

Member, Orfalea College of Business Student Affairs Committee. (1999 - 2004).

Department

Interim Area Chair, Marketing Area. (September 2007 - Present).

Other

Member, RPT/FAP Revision Faculty Affairs Task Force. (June 2003 - December 2003).

Seminar Participant, SCORE. (2000 - 2003).

University

Committee Member, OCOB Domain 4 Representative for Access to Excellence, Member. (January 2007 - March 2007).

Committee Member, University Distance Education Committee, Member. (June 2005 - June 2006).

Consulting

Management Consulting, Weatherby, Inc., Paso Robles, CA. (January 1, 2006 - Present).

Management Consulting, Cooks Vanilla, Paso Robles, CA. (January 1, 2006 - March 2007).

Management Consulting, Experts Exchange, LLC, San Luis Obispo, CA. (January 1, 2005 - January 1, 2006).