

Carrie S. Trimble

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Education

Ph.D. Mass Media, Michigan State University, May 2007

Dissertation: Consumer Response to Cause-Brand Alliances: How Situational and Consumer Characteristics Influence Consumer Response

Dissertation Advisor: Nora Rifon, Ph.D.

M.A. Communication, University of Illinois at Springfield, December 1998

Thesis: The Portrayal of Women in *Cosmopolitan* Advertisements for Female Contraceptives

Thesis advisor: Mary Bohlen

B.S. Advertising, University of Illinois at Urbana-Champaign, January 1995

Professional Positions

Instructor, Illinois Wesleyan University, August 2003 - present

Courses taught:

Principles of Marketing,	Fall 2003, Spring 2004 Fall 2004, Spring 2005 Fall 2005, Spring 2006 Fall 2006, Spring 2007 Fall 2007, Spring 2008
Consumer Behavior,	Fall 2003, Spring 2004 Spring 2006, Spring 2007
Business Ethics,	Fall 2004
Marketing and Social Responsibility	Spring 2005, Fall 2005 Fall 2006, Spring 2008
Principles of Integrated Marketing Communication	Fall 2007

Teaching Assistant, Michigan State University, August 1998 – May 2003

Courses taught:

Principles of Public Relations,	Fall 2002 & Spring 2003
Consumer Behavior & Advertising Planning,	Spring 1999, Spring 2000, Summer 2001, Summer 2002
Advertising & Social Responsibility,	Fall 1999, Summer 2000, Fall 2000, Spring 2001, Fall 2001

Communications Intern, Illinois Department of Corrections, Springfield, IL.

Trained select prison inmates in work detail.

Created and edited advertising campaigns, annual reports, and product catalogs.

Wrote and revised departmental communications.

Scholarship: Publications in Refereed Journals and Conference Proceedings

- Walsh, W.J. and C.S. Trimble (upcoming), "Clarifying Family Medical Leave Coverage: Sorting Through the Details of Employee Grievance Claims," 2008 Midwest Business Administration Association Conference.
- Trimble, C.S., S.M. Choi, N.R. Rifon and S. Bhattacharya (under review), "Overcoming the Competing Goals of Partners in a Cause-Brand Alliance," *International Journal of Nonprofit and Voluntary Sector Marketing*
- Choi, S.M., N.J. Rifon, C.S. Trimble, and B.B. Reece (2006), "Information Content in Magazine, Television and Web Advertising: A Comparison and Update," *Marketing Management Journal*, 16(1), 188-203.
- Trimble, C.S. and N.J. Rifon (2006), "Effects of Consumer Perceptions of Compatibility in Cause-Related Marketing Messages," *International Journal of Nonprofit and Voluntary Sector Marketing (11)1*, 29-47.
- Rifon, N. J., S. M. Choi, C. S. Trimble and H. Li (2004), "Congruence Effects in Sponsorship: The Mediating Role of Sponsor Credibility and Consumer Attributions of Sponsor Motive," *Journal of Advertising* 33(1), 29-42.
- Trimble, C. S., and N. J. Rifon (August 2002), "An Update on Consumer Involvement with Products and Issues: Thirty Years Later," 2002 American Marketing Association Summer Educators' Conference
- Reece, B. B., N. J. Rifon, S. M. Choi and C. S. Trimble (May 2001), "Regulation and Information in Food and Drug Ads: A Cross-Sectional Analysis," 2001 Conference on Marketing and Public Policy.
- Rifon, N. J., S.M. Choi, C. S. Trimble, H. Li (February 2001), "Consumer Attributions of Corporate Sponsorship Motive and The Development of Attitude Toward the Sponsor of Health Information on the World Wide Web: Implications for Cause Related Marketing and Sponsorship Strategies," 2001 American Marketing Association Winter Educators' Conference.

Scholarship: Presentations at Refereed Conferences

- Marimoto, M., and C.S. Trimble (Summer 2007), "Blog Advertising in Japan: Strategic Issues and Cases," 2007 American Academy of Advertising Asia-Pacific Conference
- Bhattacharya, S., C.S. Trimble, S.M. Choi and N.J. Rifon (Spring 2006), "Advice for Vice Industries: The Case of Stigmatized Products in Cause-Brand Alliances," 2006 Conference of The American Academy of Advertising.
- Trimble, C.S. and N.J. Rifon (August 2003), "Effects of Donor Perceptions of Match in Cause-Related Marketing Messages," 2003 American Marketing Association Summer Educators' Conference
- Rifon, N. J., S. M. Choi and C. S. Trimble (March 2001), "An Attitude Toward Ad Model of Consumer Response to Sponsorship Messages on Health Information Websites," 2001 Conference of The American Academy of Advertising.

Choi, S. M., N.J. Rifon, C. S. Trimble, and B. B. Reece (March 2000), "Information Content in Magazine, Television and Internet Advertising: A Comparison and Update," 2000 Conference of The American Academy of Advertising.

Scholarship: Other Papers and Presentations

Trimble, C.S. (Summer 2007), "You've Done Good. Can You Talk About It Without Negative Consumer Reaction?" Second Annual International Conference of Corporate Accountability

University Service

Appointed Committees

Study Abroad Committee	Fall 2004-Spring 2005
Library Advisory Committee	Fall 2005-Spring 2008
Internship & Career Center Liaison Committee	Fall 2006-Spring 2008
Heritage/Arthur Vining Davis Collection Committee, as FDC representative	Fall 2005-Spring 2006
Fall Festival Planning Committee, as FDC representative	Summer 2006

Elected Committees

Faculty Development Committee	Fall 2005-Summer 2006
Curriculum Council	Fall 2007-Spring 2008

Professional Activities and Memberships

American Academy of Advertising Member Conference submission reviewer	2000-2003, present Fall 2005
American Marketing Association Member	2001-2004
Marketing Management Association Member Conference Discussant Conference Track Chair Conference Session Chair Board Member <i>Marketing Insights</i> Co-Editor	2003-present Spring 2003, Spring 2004 Spring 2003; Spring 2008 Spring 2003 2004-2006 Spring 2006-present
<i>Mid-American Journal of Business</i> Ad Hoc Reviewer	Summer 2006
International Conference of Corporate Accountability Ad Hoc Reviewer	Fall 2007

Awards and Grants

Artistic and Scholarly Development Grant, Illinois Welseyan University	April 2007
Curriculum Development Grant Illinois Wesleyan University	April 2007
Honorable Mention, <i>Journal of Advertising</i> Best Paper	April 2005
Best Paper in Track (Marketing Communication) 2003 American Marketing Association Summer Educators' Conference	August 2003
Mass Media Doctoral Program Travel Fellowship	Spring 2000, Spring 2001
Graduate Office Scholar	Fall 1998