

W.P. Carey School of Business
AACSB Vita
1996-now

James V. Spiers
Senior Lecturer/Assistant to the Chair

Education

- ▶ University of Northern Colorado, M.A. [Management and Marketing], 1975
- ▶ Weber State College, B.S. [Business Administration & Economics], 1968

Experience

- ▶ 1989-current, Senior Lecturer and Assistant to the Chair, Arizona State University
- ▶ 1980-1989, Faculty Associate, Arizona State University

Teaching

Teaching is something that I enjoy, but must work hard at. Over the past 4 years I have created an idea to make classes work for students and me. Classes are taught incorporating the 5 F's of teaching. They are to be (1) Fluid: materials are ready and flow seamlessly. (2) Flexible: cues are taken from students wants and needs as well as exploring current topics. (3) Fun: generate and sustain students interest for 16 weeks. (4) Focused: keep control of the class while continuously moving forward. (5) Factual: keep the information pertinent and up to date. With these five ideas, a class is a great experience for all students. It prepares them in a variety of ways, regardless of their majors. For the marketing major, the preparation in the first core class is very important. They have to be well grounded in the principles to be able to move up to the hands-on experiences given in MKT 302, Marketing Management. For the non-marketing majors, they gain the essential knowledge of a subject they work with in their daily lives as well as in a business environment. I always try to personalize presentations so everyone can grasp and use the knowledge when they graduate. Finally, the recruitment process is a marketing experience, and illustrated for all students on how to apply the marketing principles in this process. All of the students gain something from their experience in this basic marketing course.

Courses Taught (Fall 1996 - Current)

- ▶ MKT 300 (mega sections), Principles of Marketing
- ▶ MKT 394, Marketing/Selling for non-majors
- ▶ MKT 394/494/594 International Business Seminar (trip to Europe)

Other Evidence and Illustrations of Teaching Effectiveness and Innovation

- ▶ 1st place, American Marketing Association Teacher of the Year 2002, Phoenix chapter

Service

Internal Service

- ▶ University Service
 - Career Services Advisory Board, Arizona State University 1998-2002
- ▶ College Service
 - Advisor for the International Business Certificate and Member of the Business College International Committee, College of Business, 1998-present
 - Business College Undergraduate Core Committee, College of Business, 1998-present
- ▶ Department Service
 - Curriculum Team: Sales and Sales Management, Department of Marketing, 1996-present
 - Curriculum Team: Chair, Business Minor Team, Department of Marketing, 1998-present
 - Assessment Committee Response Team, Department of Marketing, 2001-present

Community Service

- ▶ Reviewer of applications for the Arizona Department of Agriculture's Office of Marketing and Outreach Arizona Grown Grant program
- ▶ Trustee of the Pi Sigma Epsilon National Educational Foundation Board
- ▶ Assisting with the "Ali Fight Night" Auction to benefit Parkinson's Disease Research, March 2001
- ▶ Participated with the Vector Marketing Board of Directors in San Jose for planning Marketing Strategy for 2000
- ▶ Presented a Marketing orientation to Arizonans for Prevention, March 1999
- ▶ Provided a Marketing Seminar to the National Christmas Tree Association, February 1999, on "Promotion with Disney-like Ideas"
- ▶ Taught a Strategic Marketing block of instruction to Macedonian students, March 1997, in Skopje, Macedonia

Professional Service

- ▶ Board Member of Pi Sigma Epsilon National Education Foundation Board of Trustees 2001-2003
- ▶ Board Member of Mu Kappa Tau Executive Committee 2003

Honors

- ▶ Guest lectured at ASU's Family Ties Presidents Lecture

Awards

- ▶ Marketing Distinguished Service Award, Marketing Department, Arizona State University, 2000.
- ▶ 1st place, American Marketing Association Teacher of the Year 2002, Phoenix chapter, 2002.