

**Curriculum Vitae
Brian Thomas Parker
2018**

General Information

Home address: 1316 Old Village Rd
Tallahassee, Florida 32312

E-mail address: btparker850@gmail.com

Professional Preparation

- 2005 Doctor of Philosophy, University Of Florida. Major:
Communication.
- 2000 Master of Arts, University Of Florida. Major:
Communication.
- 1994 Bachelor of Science, University Of Florida. Major:
Psychology.

Professional Experience

- 2015–present Adjunct Instructor, Marketing Communication, West
Virginia University.
- 2010–2015 Assistant Professor, Communication, Florida State
University.
- 2005–2010 Assistant Professor, School of Journalism & Mass
Communication, Florida International University.
- 2001–2005 Graduate Instructor, College of Journalism &
Communications, University of Florida.
- 2002–2004 Research Analyst, Office of the Vice President Gail
Baker, University of Florida.
- 2000 Adjunct Instructor, College of Journalism &
Communications, University of Florida.

Honors, Awards, and Prizes

Best Overall Paper Award, Association of Marketing Theory and Practice, 2014.

Teaching Merit Award, School of Journalism and Mass Communication, FIU (2009).

Fellowship(s)

Lowenstein Fellowship (2003–2005).

Current Membership in Professional Organizations

American Academy of Advertising
Association for of National Advertisers
Association of Marketing Theory and Practice
Direct Marketing Association

Teaching

Courses Taught

Account Planning (Graduate)
Advertising Campaign Strategy
Advertising Research
Brand Communication Strategy (Graduate)
Communication Research Strategy
Consumer Behavior (Graduate)
Audience Insight (Graduate Online)
Elements of Advertising
Media Planning
Public Relations Seminar (Graduate)
Research Methods (Graduate)
Theories of Mass Communication (Graduate)

Master's Committee Chair

Wang, C., graduate. (2014).

Master's Committee Member

Chen, Yen-Chun , graduate. (2012).
Chong, D., student.
Leslie, N. S., student.
Schwartz, A. V., student.
Tsai, Shang-Chen , student.
Walker, B. A., student.

Research and Original Creative Work

Program of Research

Principal research areas include consumer behavior, brand image/equity, advertisement message strategy and response. Present research focuses on advancing brand equity theory and its practical IMC applications. Another major research focus looks at persuasive elements and their effectiveness in social issue advertisements used by government (e.g., Ad Council and Military) and social benefit organizations (e.g., Feed the Children, Habitat for Humanity, and the World Wildlife Foundation).

Publications

Refereed Journal Articles

- Parker, B. T. (2015). The Influence of Brand Equity on Consumer Response toward Environmental Product Advertisements. *Studies in Media and Communication*, 3(1), 10. doi:<http://dx.doi.org/10.11114/smc.v3i1.xx>
- Parker, B. T. (2014). Brand Equity Perceptual Mapping: Competitive Landscapes and Consumer Segments in Brand Equity Space. *Journal of Applied Marketing Theory*, 5(2), 15. Retrieved from <http://www.jamt-online.org/OJS/index.php/JAMT/issue/current>
- Parker, B. T. (2014). Branding Online News Providers: Brand Personality and the Image Congruence Effect. *Studies in Media and Communication*, 2, 12. doi:10.11114/smc.v2i2.xx

Parker, B. T. (2012). Candidate Brand Equity Valuation: A Comparison of U.S. Presidential Candidates during the 2008 Primary Election Campaign. *Journal of Political Marketing*, 11(3), 208-230.

Parker, B. T. (2009). A Comparison of Brand Personality and Brand User-imagery Congruence. *Journal of Consumer Marketing*, 26 (3), 175-184. doi:10.1108/07363760910954118

Invited Book Chapters

Parker, B. T. (2015). Using databases. In *Research Methods in Communication, Third Edition*. North Port, AL.

Parker, B. T. (2011). Using databases. In S. Zhou, & D. Sloan (Eds.), *Research Methods in Communication, Second Edition* (pp. 67-76). North Port, AL.

Parker, B. T. (2008). Using databases. In S. Zhou, & D. Sloan (Eds.), *Research Methods in Communication* (pp. 67-76). North Port, AL.

Refereed Proceedings

Parker, B. T. (2012). A multiethnic comparison of predispositions toward ecological conscious consumer behavior. In *Association of Marketing Theory and Practice*. Myrtle Beach, SC.

Segev, S., Pinto, J., & Parker, B. (2011). Acculturation, green consumer behavior and the mediating role of perceived influence of advertising. In *American Academy of Advertising*. Mesa, AZ.

Parker, B. T., & Korzenny, F. (2011). The relationship between consumer acculturation and brand engagement among U.S. Hispanics. In *Association of Marketing Theory and Practice*. Panama City Beach, FL.

Parker, B. T., Segev, S., & Pinto, J. (2010). What it means to go green: Consumer perceptions of green brands and dimensions of "greenness". In *American Academy of Advertising*. Minneapolis, MN.

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Sutherland, J., Marshall, S., & Parker, B. (2004). The real, ideal, and undesired self concepts and their effects on viewer preferences: Who do you love? In P. Rose (Ed.), *American Academy of Advertising*. Baton Rouge, LA.

Trammell, K., Parker, B., Williams, A., & Wu, X. (2003). The state of the union 2003: Primed for war and peace. In *National Communication Association*. Miami, FL.

Nonrefereed Proceedings

Ahles, C. J., Parker, B. T., & Rafkin, J. (2006). The role of print collateral in IMC campaigns to market high-end real estate,". In *International Public Relations Research Conference*. Miami, FL.

Nonrefereed Newsletter Articles

Parker, B. T. (2000). Emotional dimensions of brand personality. *Emotionally Speaking*, 2 (fall), 3.

Presentations

Refereed Papers at Conferences

Parker, B. T. (presented 2014, April). *An examination of the relationship between brand equity and consumer response toward environmental product advertisements*. Paper presented at The annual meeting, American Academy of Advertising, 2014, Atlanta, GA. (International)

Parker, B. T. (presented 2014, April). *Brand equity perceptual mapping: Competitive landscapes and consumer segments in brand equity space*. Paper presented at The annual meeting, Association of Marketing Theory and Practice, 2014, Hilton Head, SC. (International)

Parker, B. T. (presented 2013, April). *Institutional advertising in higher education: A comparison of creative strategy, message content, and executional devices in television commercials from national and regional universities*. Paper presented at The annual meeting, American Academy of Advertising, Albuquerque, New Mexico. (International)

- Parker, B. T. (presented 2012, March). *A multiethnic comparison of predispositions toward ecological conscious consumer behavior*. Paper presented at The annual meeting, Association of Marketing Theory and Practice, Myrtle Beach, SC. (International)
- Parker, B. T. (presented 2011, March). *The relationship between consumer acculturation and brand engagement among U.S. Hispanics*. Paper presented at The annual meeting, Association of Marketing Theory and Practice, Panama City Beach, FL. (International)
- Parker, B. T. (presented 2010, March). *What it means to go green: Consumer perceptions of green brands and dimensions of "greenness"*. Paper presented at The annual meeting, American Academy of Advertising. (International)
- Parker, B. T. (presented 2004, April). *The real, ideal, and undesired self concepts and their effects on viewer preferences: Who do you love?* Paper presented at The annual meeting, American Academy of Advertising, Baton Rouge, LA. (International)
- Parker, B. T. (presented 2002, August). *Academic institutional television commercials: A comparison of universities*. Paper presented at The annual meeting, Association for Education in Journalism and Mass Communication, Kansas City, MO. (International)

Nonrefereed Papers at Conferences

- Parker, B. T. (presented 2006). *The role of print collateral in IMC campaigns to market high-end real estate*. Paper presented at The annual meeting, International Public Relations Research Conference, Miami, FL. (International)

Invited Presentations at Conferences

- Parker, B. T. (presented 2007, March). *Brand image and equity management*. Presentation at Public Relations Society of America Professional Development Series, PRSA. (National)

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Parker, B. T. (presented 2006, March). *Brand image and equity management*. Presentation at Public Relations Society of America Professional Development Series, PRSA, Kovens Conference Center, Miami, FL. (National)

Invited Lectures and Readings of Original Work

Parker, B. T. (2006). *Applying integrated marketing communication strategy*. Delivered at Broward Education Communication Network, BEACON TV (WBEC-TV/DT), Fort Lauderdale, FL. (Local)

Contracts and Grants

Contracts and Grants Funded

Parker, B. T. (May 2011–Aug 2011). *An examination of consumer perceptions and brand trust for environmentally oriented green brands*. Funded by Council on Research & Creativity (CRC) , Florida State University. Total award \$17,000.

Work in Progress

Parker, B. (2016). *The Influence of Global Warming on Ecological Conscious Consumer Behavior*.

Parker, B. (2015–2016). *Advancements in brand equity theory: Assessing the influence of brand memory associations on brand equity development*.

Parker, B. (2016). *Evaluative bibliometric analysis: Brand equity theory and measurement 1991–2014*.

Parker, B. T. (2016). *A comparison of audience response toward gain-framed and loss-framed public service announcements*.

Parker, B. T., Lee, J., & Lee, Y. *A comparison of cultural values manifest in U.S. and Korean television public service announcements*.

Service

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Florida State University

Member, Social Media Faculty Search Committee (2013).

Member, Grade Appeal Committee (2014–present).

Monograph acquisitions, Library Liaison (2010–present).

Florida International University

Curriculum Committee, *School of Journalism and Mass Communication* (2009–2010).

Undergraduate Admissions Committee, *School of Journalism and Mass Communication* (2009–2010).

Chair, Research Committee, *School of Journalism and Mass Communication* (2008–2010).

New Media Committee, *School of Journalism and Mass Communication* (2008).

Faculty Search and Screen Committee, *School of Journalism and Mass Communication* (2006–2007).

Faculty Senate Graduate Council, *Florida International University* (2005–2007).

Faculty Senate Honorary Degree & Awards Committee, *Florida International University* (2005–2007).

The Profession

Guest Reviewer for Refereed Journals

Journal of Advertising (Oct–Dec 2012).

Service to Professional Associations

Reviewer, American Academy of Advertising (2006–present).

Teaching Philosophy – Brian T. Parker, PhD

The most important goal of an instructor is to foster students' desire to learn. I believe everyone is capable of learning,

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though individuals' differ in their motivation to engage in the learning process. An effective teacher inspires students by displaying passion toward a subject and learning, and showing genuine concern for each student's development throughout a program of study. Students also vary in learning styles and how they master new concepts and skills. Some students thrive in a traditional lecture setting, others process best in discussion, while some prefer to read and reflect on course material. Creating an environment that accommodates different learning styles and personalities facilitates the learning process by cultivating motivation and interest.

In the classroom, I have three priorities: develop interpersonal student relationships, engage students using multi-modal teaching strategies, and set clear expectations. I believe establishing relationships with students, listening to their reasons for being in a class and their expectations, as well as engaging them in conversation by relating key course principles to things they value helps build bonds that motivate students to learn. I believe students work best when they can see phenomena from all angles: when they can understand what concepts mean, see how they integrate with other concepts, and see how they are applied in practice. No matter the topic, it is important to regularly remind students of the big picture, why we are here and how the concepts we learn relate to this overall view of the topic.

To help students understand, apply, and integrate concepts, my classes are filled with a variety of features, with a heavy emphasis on interesting examples, strong visuals, applied exercises, and discourse. I regularly experiment with different methods and means of presenting information to classes in order to improve the learning atmosphere. A teacher should not only inspire learning, but also encourage students to maximize their potential by setting high standards and instilling confidence in individuals to surpass their perceived capabilities.

In my view, a good teacher experiences a sense of accomplishment and pride when students succeed. Such rewards manifest in a variety of forms, such as observing a struggling, hardworking student improve on exams, receiving stories of success from former students, or just the random thank you letter acknowledging your positive influence on someone years after they graduate. Contributing to the self-development and success of numerous individuals is a source of gratification unique to those that teach. This sense of accomplishment underlies my

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teaching viewpoint, and gives impetus to foster learning both in and out of the classroom.