

**Michael Latta, Ph.D.**  
**Professor of Marketing**

**Academic Degrees Earned**

- Ph.D., Iowa State University, Industrial & Organizational Psychology
- M.S., Iowa State University, Industrial & Organizational Psychology
- B.S., Illinois State University, Psychology

**Academic Experience**

- Professor of Marketing, Coastal Carolina University (2015-Present).
- Associate Dean, E. Craig Wall Sr. College of Business Administration and Professor of Marketing (Tenured), Coastal Carolina University (2010-2015).
- Associate Professor of Marketing (Tenured), Coastal Carolina University (2008-2009).
- Assistant Professor of Marketing (Untenured). Coastal Carolina University (2005-2008).
- Adjunct Faculty, University of the Sciences in Philadelphia, College of Graduate Studies (2005-2015).
- Visiting Professor, St. Joseph's University (2004-2005).
- Adjunct Faculty, University of Notre Dame (190-2005).
- Adjunct Faculty, Thunderbird School of Global Management (1998).
- Assistant Professor, University of New Hampshire (1978-1981).
- Assistant Professor, Drake University (1975-1978).

**Non-Academic Experience**

- Sales Representative, Territory Manager, Product Manager, Strategic Planning Analyst, DuPont Company, Wilmington, DE (1981-1990)
- Associate Director of Promotion Research and Market Planning, Wyeth Pharmaceuticals, St. David's, Pa (1990-1992)

- Manager of Marketing Research and Market Development, Boehringer Mannheim Pharmaceutical Corporation, Rockville, MD, (1992-1993)
- Senior Project Director, Westat Corporation, 1600 Research Boulevard, Rockville, MD, 20850 (1993-1998). Conducted global survey research projects for the Federal Government primarily the U.S. Department of Defense.
- Executive Director, YTMBA Research and Consulting, (1998-Present). Clients include health care firms such as pharmaceuticals and surgical instruments.

### **Teaching Interests**

- Advertising, Marketing Strategy, Research Methods, Decision Analysis

### **Research Interests**

- Marketing Strategy, New Product Adoption, Data Driven Business Decisions Making
- Improving Education Outcomes for Undergraduate and MBA Students

### **Selected Publications**

- Latta, M. (2020). Marketing Research and Decision Analysis. USA Iowa: Kendall/Hunt Publishing Company.
- Latta, M. (2020). Advertising Fundamentals: How to Create and Deploy EFFECTIVE ADS 2<sup>nd</sup> Edition. USA Iowa: Kendall/Hunt Publishing Company.
- Latta, M. (2019). Advertising Fundamentals: How to Create and Deploy EFFECTIVE ADS. USA Iowa: Kendall/Hunt Publishing Company.
- Latta, M. (2019). KHQ Mobile Test/Quiz App. USA Iowa: Kendall/Hunt Publishing Company.
- Latta, M. Mitchell, M. & Gabriel, R. (2019). Take a Look Around: A Customer Journey Analysis of the Museum Store. American Alliance of Museums (AAM) Blog, December, 18. <https://www.aam-us.org/2019/12/18/take-a-look-around-a-customer-journey-analysis-of-the-museum-store/>
- M. Clark, P. Clark, & Latta, M. (2019). Promoting Ecotourism to Millennials Through Social Media. The Coastal Business Journal, Fall 2019, (1), 26-51.
- Latta, M. (2018). Business Intelligence: Oxymoron or a Big Data Technique? Journal of Applied Business and Economics, 20, (1), 62-67.

- Latta, M. (2018). Who Is the American Statistician? Or, Is It Data Scientist? AMSTAT News, May, 17-19.
- Salvino, Jr., R. F., & Latta, M. (2017). Public Policy, Productive and Unproductive Entrepreneurship: The Impact of Public Policy on Entrepreneurial Outcomes Edward Elgar.
- Latta, M. (2017). International Market Selection: A Framework for Sequential Launches of New Medical Products, Journal of Marketing Development and Competitiveness, 11, (3), 80-90.
- Latta, M. & Lowenstein, H. (2017). Lost Learning and Squandered Tuition: Economic Consequences of Not Attending Class in Undergraduate Business Courses, Journal of Higher Education Theory and Practice, 17, (1), 74-80.
- Latta, M., & Clark, M. (2016). Maximizing the Value of a Product Line Extension Using Discrete Choice Modeling, Secondary Data, and Market Segmentation, Applied Marketing Analytics, 2, (1), 84-91.
- Latta, M., Clark, P., & Wathen, S. (2016). A Gender Based Examination of Assurance of Learning in a Marketing Capstone Course, Journal of Higher Education Theory and Practice, 16, (1), 75-83.
- Latta, M. (2015). The Importance of Setting and Meeting Survey Respondent Expectations, Quirk's Marketing Research Review, XXIX, (11), 26-29.
- Latta, M. (2014). Which Waves Are Significantly Different? Analyzing a Pharmaceutical Products Key Drivers. Quirk's Marketing Research Review, XXVIII (3), 54-59.
- Latta, M. (2013). An Experiment in Testing Advertising Levels By Measuring Natural Test Market Variation. Atlantic Marketing Journal. <http://digitalcommons.kennesaw.edu/amj/vol2/iss2/6>.
- Latta, M. (2013). Business Intelligence: Market Research and Marketing Research Are Two Sides of the Same Coin. Marketing News, 7.
- Latta, M. (2013). Must-be or not must-be? Considerations in using the Kano method for international new-product surveys. Quirk's Marketing Research Review, XXVII (4), 62-65.
- Latta, M. (2013). Your Take on the Fifth 'P'. Marketing News, 47 (3), 3.
- Latta, M., Mitchell, M., Thrash, C., & Taylor, A. J. (2012). Driving Improvements: Study Results Guide Enhancements to Myrtle Beach Golf PassPort. Quirk's Marketing Research Review, XXVI (10), 34-37.

### **Selected Service Engagements**

- Member of the Parkland Home Owners Association of Legends Resort 2016 to 2020.
- Chairman of the Board Ocean View Memorial Foundation. This Foundation provides scholarships for local students to attend college, makes grants to the Coastal Educational Foundation and the Horry-Georgetown Technical College Foundation, makes grants to and supports combatting juvenile delinquency and community deterioration, provides grants to churches in assisting the poor, and assists health care organizations that treat the poor (2014-2016).
- Treasurer Ocean View Memorial Foundation (2012-2013).
- Bethany Christian Services, Served as Sponsor and Chair of Host Committee for a fund raising dinner that attracted 80 participants and generated over \$25,000 in donations for service delivery in North Myrtle Beach, Myrtle Beach, Georgetown, and Charleston service areas (2011-2014).

### **Professional Memberships (Past and Present)**

- American Association for the Advancement of Science
- American Marketing Association
- American Statistical Association
- Association for Marketing Theory and Practice
- Beta Gamma Sigma
- Institute for Business Forecasting
- Institute for Operations Research and Management Science
- Marketing Research Association
- Omicron Delta Kappa
- Phi Eta Sigma
- Phi Kappa Phi
- Psi Chi
- Sigma Xi

### **Certifications & Accreditations**

- Accredited Professional Statistician, American Statistical Association (2012-2017).
- Quality Matters Distance Learning Certification (2014-Present).