

Joel Poor

ADDRESS

University of Missouri
Department of Marketing- Cornell Hall 341
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EDUCATION and CERTIFICATIONS

Ph.D. Management, Graduate School of Management, University of California, Irvine, 1999

Master of Business Administration, Graduate School of Management, University of California, Irvine, 1991

Bachelor of Journalism, University of Missouri, Columbia, 1980

ACADEMIC EXPERIENCE

Associate Teaching Professor, University of Missouri- Columbia, 2009-Present

Assistant Teaching Professor, University of Missouri- Columbia, 2001-2009

Visiting Assistant Professor, University of Missouri, Columbia (Marketing Principles, Marketing Management, Contemporary Issues in Marketing, New Product Development (M.B.A.)) (2000-2001)

Visiting Professor, University of California, Irvine (Marketing Principles- graduate/undergraduate, Marketing Research- graduate, New Product Development- Executive M.B.A., 1999-2000)

Lecturer, California State University, Fullerton, Marketing (1998-1999)

Instructor, University of California, Irvine, Marketing (Summer 1998)

PUBLICATIONS

Poor, Joel, Incorporating Metacognition and Reflection in Introductory Marketing Classes, Marketing Management Association Fall Educators' Conference . (Conference Proceedings), Sept. 18, 2019

Poor, Joel, Effective strategies for Teaching Introductory Marketing, Marketing Management Association Fall Educators' Conference . (Conference Proceedings), Sept. 21, 2017

Poor, Joel, Engaging Students in Large Classes Through Discussion, Marketing Management Association Fall Educators' Conference . (Conference Proceedings), Sept. 23, 2015

Mich, Claudia and Joel Poor. Experiential Learning Across the Marketing Continuum, Marketing

Management Association Fall Educators' Conference . (Conference Proceedings), Sept. 17, 2014

Poor, Joel. Rewarding Participation in Large Classes. Marketing Management Association Fall Educators' Conference . (Conference Proceedings), Sept. 21, 2011, p.134

Poor, Joel. Covering Sustainability Issues in Principles of Marketing . Marketing Management Association Fall Educators' Conference . (Conference Proceedings), Sept. 21, 2011, p.214

PRESENTATIONS

Poor, Joel, Incorporating Metacognition and Reflection in Introductory Marketing Classes, Marketing Management Association Fall Educators' Conference . (Presenter), Sept. 20, 2019

Poor, Joel, Effective strategies for Teaching Introductory Marketing, Marketing Management Association Fall Educators' Conference . (Panel leader and Presenter) Sept. 22, 2017

Poor, Joel, Engagement Strategies for Introductory Marketing Courses, Marketing Management Association Fall Educators' Conference . (Presentation), Sept. 21, 2017

Poor, Joel, Engaging Students in Large Classes Through Discussion, Marketing Management Association Fall Educators' Conference . (Presentation), Sept. 23, 2015

Poor, Joel. Experiential Learning in the Executive MBA Program- International Residency, Marketing Management Association Fall Educators' Conference (Panel Leader and Presentation), Sept. 17, 2014

Poor, Joel. Rewarding Participation in Large Classes. Marketing Management Association Fall Educators' Conference . (Presentation), Sept. 21, 2011

Poor, Joel. Covering Sustainability Issues in Principles of Marketing . Marketing Management Association Fall Educators' Conference . (Panel Leader and Presentation), Sept. 21, 2011

PROFESSIONAL MEMBERSHIPS

American Marketing Association (AMA), Member 1999- Present

Marketing Management Association, Member, 2011-Present

SERVICE

Faculty Advisor, Walton Scholars, 2016-Present

Faculty Advisor, United Way Student Organization, 2012-Present

Faculty Advisor, AMA Student Organization (Marketing Forum), 1999-Present

Reviewer, Marketing Management Association 2017 Conference Competition

Reviewer, AMA Student Organization Website Competition (National), 2016

Reviewer, Marketing Education Review 2016 Special Issue on Teaching Innovations

Reviewer, Marketing Education Review 2012 Special Issue on Teaching Innovations

TEACHING

Undergraduate

Principles of Marketing (1999-Present)

Services Marketing (2015-Present)

Personal Selling (2013-2015)

Contemporary Business Practices, Professional Selling (2002-2015)

Contemporary Issues In Marketing (2000-2001)

Graduate

M.B.A., Marketing Management (2015)

Executive M.B.A., Marketing Management, International Business (2012-2014)

Executive M.B.A., New Product Development (1999-2000)

M.B.A., Product Management, International Business, (2002-2007)

M.B.A., New Product Development, (2000-2001)

BUSINESS/PROFESSIONAL EXPERIENCE

Chair, Board of Directors Communications Committee, The Food Bank for Central and Northeast Missouri, (2008-2012)

Consultant- Market Analysis Consumer Goods 2002

Consultant- New Product Development (High-tech and Services areas) 1995-2000

Marketing Manager, Hughes Aircraft Corporation (Fullerton, CA) 1989-1991

Engineer/Strategic Planning Manager, Hughes Aircraft Systems International (Belgium, Germany, Norway)
1984-1989

Advertising Representative, Vance Publishing Company (Kansas City, Anaheim) 1979-1984

AWARDS AND RECOGNITIONS

Shelter Teaching Excellence Award in Marketing, 04-24-2018

2016-2017 Faculty Member of the Year, College of Business Students

2013 O'Brien Excellence In Teaching, Awarded

2012 O'Brien Excellence In Teaching, Nominated

2010 Excellence in Education Award- MU Student Affairs, 04-27-2010

Shelter Teaching Excellence Award in Marketing, 04-24-2010

Most Inspiring Professor Award, Department of Intercollegiate Athletics, (University of Missouri, (2007-2008)

Global Scholars Award, India IT Study Bangalore/Hyderabad, (June 2007)

Organizational Donor of the Year 2004, Central Missouri Food Bank, (July 2005)

Super Top Cat Award (Marketing 3000 Classes) S.C.O.R.E. Against Hunger Program, Central Missouri Food Bank, (University of Missouri, Fall 2004)

Golden Hammer Award, Habitats for Humanity, (University of Missouri, 2003-2004)

Special Award of Lifetime Membership, Black Business Students Association, (University of Missouri, 2002-2003)

Most Inspiring Professor Award, Department of Intercollegiate Athletics, (University of Missouri, 2002-2003)

Finalist – Teaching Excellence Using Technology Award (University of Missouri, 2001-2002)

Business School Faculty of the Year Award, Business School student vote, (University of Missouri, 2000-2001)

Faculty "Superior" of the Year Award, Savitar Yearbook, Campus-wide student vote, (University of Missouri, 2000-2001)