

Bonnie Knutson

Professor of Hospitality Business at Michigan State University

East Lansing, MI, US

Expert on consumer trends and creative marketing in the hospitality and tourism industries.

Biography

Bonnie J. Knutson is a professor in The School of Hospitality Business in the Broad College of Business. Widely known as an authority on emerging lifestyle trends and creative marketing strategies, she often consults with business leaders who want to understand and take advantage of changing consumer demands. Her work has been featured in publications such as The Wall Street Journal, USA Today, and on CNN. She has also had articles appear in numerous business publications, and is editor of The Journal of Hospitality and Leisure Marketing.

With her wit and entertaining style, Bonnie is a frequent speaker at business and association meetings. She has been a featured presenter for the National Restaurant Association, the American Hotel & Motel Association, Meeting Professionals International, Club Managers Association of America, National Automated Merchandising Association, as well as financial, health care, automotive, and education organizations throughout the United States and abroad.

Knutson has been named a MSU Distinguished Faculty. She has also been honored with the MSU Distinguished Alumni Award and the Hospitality Business Alumni Association Lifetime Academic Achievement Award. She was given the esteemed Withrow Award for teaching and research in the Broad College of Business and has won the prestigious Golden Key Teaching Excellence Award for outstanding instruction and dedication to students. The Advertising Education Foundation named Dr. Knutson a National Scholar.

Knutson is on the Advisory Boards of the Food Industry Institute, the Travel, Tourism and Recreation Resource Center, and the Advisory Council for the MSU Wharton Center. She is a member of the American Marketing Association and the American Marketing Research Association.

Industry Expertise

Market Research, Consumer Services, Business Services, Education/Learning

Areas of Expertise

Marketing Research, Human Decision-Making, Consumer Lifestyle, Buying Trends, Strategic Brand Marketing

Education

Michigan State University

PhD

Michigan State University
MA

Michigan State University
BA

Accomplishments

Distinguished Alumni Award
Michigan State University Alumni Association

Lifetime Academic Achievement Award
The School of Hospitality Business Alumni Association

Distinguished Faculty Award
Michigan State University

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