

Don Roy

Professor of Marketing at Middle Tennessee State University

Murfreesboro, TN, US

Marketing professor and blogger with a passion for all things marketing

Biography

Don Roy is a professor of marketing in the Jennings A. Jones College of Business at Middle Tennessee State University. His research focuses on marketing communications and sports marketing. He has published articles in academic journals such as Journal of Advertising, Psychology & Marketing, and Sport Marketing Quarterly. Also, he has written several cases that have been published in marketing textbooks. He is co-author of the textbook Sports Marketing: Creating Customer-Centered Experiences, which will publish in July 2012.

Dr. Roy's teaching emphasis includes undergraduate courses in sports marketing and promotion and a graduate course in marketing management. He is a member of the Marketing Management Association and is editor of the organization's scholarly publication, Marketing Management Journal. Recognition for his achievements in teaching and research include the University Teaching Award in 2008, the Marketing Management Association Master Teacher Award for 2007, College of Business Outstanding Faculty Member for 2006-2007, and College of Business State Farm Excellence Professorship for 2007-2008. Dr. Roy is active in digital media, writing the blog Marketing DR since 2007 and Sports Biz U blog since 2014. He has been recognized by Social Media Marketing magazine and MBA Programs.org as one of the top business professors on Twitter.

Availability

Keynote, Moderator, Panelist, Workshop, Author Appearance, Corporate Training

Industry Expertise

Advertising/Marketing, Sport - Professional, Education/Learning

Areas of Expertise

Branding, Marketing, Customer Experience, Social Media, Content Marketing, Personal Branding

Affiliations

American Marketing Association

Education

University of Memphis

PhD Business Administration

Mississippi College
MBA Business Administration

Mississippi State University
BBA Marketing

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