

# **Julie Pirsch, PhD**

**Associate Dean of Teaching & Learning; Assistant Professor of Marketing & Business Law | Villanova School of Business at Villanova University**

Villanova , PA, US

Julie Pirsch, PhD, is an expert in product marketing, new product development, and innovating teaching and learning.

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## **Biography**

Julie Pirsch, PhD, is Associate Dean of Teaching & Learning, Associate Director of the Center for Marketing and Consumer Insights and Assistant Professor of Marketing & Business Law at Villanova School of Business (VSB). Her position as Associate Dean of Teaching and Learning makes her an ideal media source on experiential teaching and learning initiatives and best practices related to the student experience across undergraduate, graduate and executive programs. She is also an expert on product marketing and new product development.

Pirsch also serves as Faculty Director of the Summer Business Institute at Villanova School of Business, a full-time, 16-credit program for non-business majors focused on finance, economics, accounting, marketing, management, and corporate responsibility.

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## **Areas of Expertise**

Business, Product Marketing, Career Preparation, Marketing, Experiential Teaching Methods, New Product Development

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## **Affiliations**

‘market u’, Marketing Student Engagement Initiative - Developer, Team Leader and Coordinator, Course Coordinator, Competitive Effectiveness

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## **Education**

**Temple University Fox School of Business**  
PhD

**Duke University Fuqua School of Business**  
MBA

**University of Michigan**  
BA

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## **Select Accomplishments**

**2017 Lindback Award for Teaching Excellence, Winner**  
The Christian R. and Mary F. Lindback Foundation

**2014 Thomas J. Carmody, Jr. Award**  
Villanova University School of Business

**2012 Gerald Dougherty Teaching Excellence Award**  
Villanova University

**2007 Emerald Literati Highly Commended Award**  
Journal of Consumer Marketing

**2006 Development of Teaching Innovation Award**  
Villanova University

**2006 Research Excellence Award**  
Center for Responsible Leadership and Governance

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