

Micheline G. Anstey

Academic Appointments

Lecturer of Marketing School of Business

Education

MBA 1991 Southern New Hampshire University
BA 1981 St. Anselm College, Spanish



Contact

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Summary Profile

Micheline Anstey began teaching marketing courses as an adjunct faculty member in 1994. In May of 2005, she received an Excellence in Teaching Award as a Community Faculty Member. That same year, she began teaching full time as a Lecturer in Marketing. She has been a workshop presenter for the Women's Business Center (WBC), and regularly invites SNHU alumni to come and speak to her students. Specialty areas include product development, marketing research, professional selling, sales management and direct marketing.

Prior to teaching, Micheline spent eleven years in the marketing field holding such positions as Product Manager, Marketing Manager, Director of Marketing Research and Executive Director of Communications.

On her spare time, Micheline enjoys singing in her church choir and spending quality time with her two children and her husband.

Courses Taught

Undergraduate Courses

- MKT 113 Introduction to Marketing
- MKT 270 Professional Selling
- MKT 320 Sales Management
- MKT 337 Marketing Research
- MKT 345 Consumer Behavior
- MKT 350 Ethical Issues in Marketing
- MKT 360 Direct Marketing

Graduate Courses

- MKT 500 Marketing Strategies
- MKT 620 Consumer Behavior

- MKT 630 Marketing Research

Professional & Community Service

- Oversaw the creation of a Direct Marketing Plan for Transformations Hair And Now 2009
 - Oversaw the creation of a Direct Marketing Plan for HealthGoods, LLC 2008
 - Oversaw the creation of a Marketing Plan for Kline & Company, CPA, LLC 2008
 - Oversaw the creation of a Marketing Plan for Greater Manchester Chamber of Commerce 2007
 - Oversaw the creation of a Marketing Plan for Manchester Area Colleges Consortium 2006
 - Oversaw a Marketing Research Project for the Manchester Coalition for the Manchester Area Colleges Consortium 2005-2006
 - Oversaw a Marketing Research Project for the Manchester Coalition for Quality Education (MCQE) 2004-2005
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