

Dr. Pat Spirou

Academic Appointments

Professor of Marketing/Advertising School of Business
Chair, Marketing Department, Coordinator of Advertising Degree
Chair, School of Business Curriculum Committee
Co-Chair, School of Business Strategic Initiatives Committee



Program Affiliations

Chair – Marketing Department
Coordinator – Advertising Degree Program

Education

DBA 1999 NOVA Southeastern University, Doctorates of Business in Marketing
MBA 1988 Southern New Hampshire University – Concentration in Marketing
BS 1974 Keene State College, Education

Contact

Office 125 Webster Hall
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Web Links www.snhu.edu/1900.asp (Bachelor of Science in Marketing)
<http://snhu.edu/1946.asp> (Master's program and certificates in Marketing)

Summary Profile

Dr. Pat Spirou is the Chair of the Marketing Department and Coordinator of the Advertising Degree Program. She consults for many local corporations in the areas of strategic planning, advertising, public relations and promotional planning. Dr. Spirou has also facilitated motivational seminars across the country. Specialty areas: service marketing, strategies for improved customer satisfaction and formulation of strategic goals for improving brand recognition in the marketplace.

Administrative Appointments

Faculty	Marketing Department	1992 - present
Chair	School of Business Assessment Committee School of Business Strategic Initiatives Committee	2004- present
Chairman	Marketing Department Director – SNHU Ad lab	2002- present

Courses Taught

Undergraduate Courses

- MKT113 Introduction to Marketing
- MKT229 Integrated Marketing Communications
- MKT432 Strategic Market Planning
- ADV462 Account Executive Seminar
- ADV428 Promotional Research and Media Measurement
- ADV429 Advertising Campaigns

Graduate Courses

- MKT500 Strategic Marketing
- MKT615 Customer Relationship Management
- MKT690 Corporate Communications

Professional & Community Service

Board	Southern New Hampshire Services	2004-present
Chair	SNHS Public Relations Committee	2006-present
