

# Charles Louis Sharp

## Education

Ph.D., December 1996, University of Wisconsin-Madison, Madison, WI.  
Concentration: Marketing

Dissertation Title: "African-American Ethnicity: Its Antecedents and  
Consumer Behavior Outcome Dimensions"

Abstract: The primary problem that my research addressed was the enormous lack of understanding and perceptive insight among marketing scholars and practitioners relating to African American "ethnicity". The research identified the following specific dimensions of the construct "ethnicity", related to African Americans as an ethnic group: Unique Customs, Sense of Community, Ethnocentrism, World View, and Territoriality. The Intensity of Ethnic Identification variable was used to measure the "ethnicity" construct. In addition to investigating the construct of African American ethnicity, the research contributed to understanding the heterogeneity within the African American consumer segment. The following outcome variables were measured to investigate hypothesized relationships: Information Search, Information Transfer, Consumption Innovativeness, Retailer Trust/Satisfaction, and Attitude Toward Advertising. Much of the previous scholarly research among African American consumers focused on comparisons versus general market consumers. Conversely, my research provided the opportunity to better understand segmentation within the African American consumer market not based on general market comparisons. Accordingly, the research contributed to the base of scholarly learning relating to the African American consumer market.

M.B.A., May, 1975, Washington University, St. Louis, MO.  
Concentration: Marketing Management

B.S., May, 1973, Millikin University, Decatur, IL.  
Major: Marketing Management

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## Teaching

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Spring 1997 to  
Present

**University of Louisville- Louisville, KY**

Assistant Professor - College of Business and Public Administration

My responsibilities include traditional classroom instruction of both undergraduate and graduate students, scholarly writing, and research. I have taught previously in the International MBA Program (i.e. El Salvador and Singapore, 1999 -2001). I am currently teaching in the Integrated MBA Program.

Courses Taught: Undergraduate

Principles of Marketing  
Business Strategy and Policy  
Integrative Marketing Strategy  
Consumer Behavior

Graduate

Marketing Foundations  
Strategic Management  
Marketing Management

Fall 1991 to  
Fall 1996

**University of Wisconsin-Madison**

Teaching Assistant - School of Business.

Course Taught: Marketing Management

Lecturer - School of Business

Course Taught: Marketing Communication/Advertising

Fall 1992

**Upper Iowa University-Madison**

Adjunct Professor - Department of Business Administration.

Courses Taught: Principles of Advertising

Small Business Management

Spring 1990 to  
Summer 1990

**University of Louisville - Louisville, KY**

Instructor - School of Business

Responsibilities included classroom instruction of traditional undergraduate students. Additionally, I taught in the Executive BSBA Program that is targeting to successful business professionals seeking the baccalaureate degree.

Course Taught: Principles of Management

Fall 1989 to  
Fall 1990

**Winston-Salem State University, Winston-Salem, NC**

Instructor - Division of Business & Economics

Responsible for classroom instruction of traditional undergraduate students. Instructional area was in the department of marketing. Additional responsibilities included the development of a GMAT Preparation Module, and served as advisor to the University Chapter of the American Marketing Association.

Courses Taught: Principles of Marketing

Consumer Behavior  
Principles of Retailing  
Principles of Advertising  
Business Communications

Fall 1982 to  
Spring 1989

**Winston-Salem State University, Winston-Salem, NC**  
Part-Time Instructor - Division of Business & Economics  
Courses Taught: Principles of Marketing  
Principles of Advertising  
Marketing Research  
Consumer Behavior  
Business Communications

Fall 1974 to  
Spring 1975

**Southern Illinois University, Edwardsville, IL**  
Part-Time Instructor - College of Business  
Course Taught: Principles of Marketing

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## Scholarship & Research

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### **Publications**

Sharp, Charles L., 1993, "Uptown Cigarettes: A Comparison Of Media Treatments In The African American Market And The General Market," Minority Marketing: Research Perspectives For The 1990's (The Academy of Marketing Science), Vol. 6.

Sharp, Charles L. 2002, Book Review: Marketing to American Latinos: A Guide to the In-Culture Approach (Valdes 2001), Journal of Consumer Marketing, Vol. 19(2 and 3), p. 168.

### **Scholarly Symposia**

1995 Albert Haring Symposium at Indiana University

Discussant: Blazing, Jennifer (1995), "Consumer Responses To Services Extensions," Working Paper.

2001 Society for Marketing Advances Conference

Discussant: "Future External Reference Prices: You Better Buy Now" and  
"Big Brother has a Deal for You: The Ethics of M-Commerce.

### **Scholarly Memberships**

American Marketing Association  
Association of Consumer Research  
The Academy of Marketing Science

### **Research Interests**

Consumer Behavior - African American market.  
Ethnic Market Segmentation - Marketing strategy implications.  
Negotiation - Dyadic exchange relationships.  
Social Marketing - Socio-economically underprivileged consumer segments.

### **Marketing Profession – Article Reviews**

- “Improving Undergraduate Student Satisfaction With The Consumer Behavior Course: Will Interactive Technology Help?” (*Marketing Education Review*, 2010).
- “Evaluating and Designing the Brand Management Curriculum From the Perspective of Brand Managers’ Professional Needs.” (*Marketing Education Review*, 2007).
- “A Fault Line in the Academic Practitioner Interface: The Case for Composite Objectives in Marketing Planning” (*Marketing Education Review*, 2006)
- “Implications of Contemporary Intelligence Theories to Marketing Education” (*Marketing Education Review*, 2006)
- “Racial Identity and Art Consumption” (2005 Academy of Marketing Science Annual Conference).
- “Valuing The Option To Fire Your Customer: An Integrative Marketing/Finance Exercise” (*Marketing Education Review*, 2004).
- “Institutional Productivity in the Scholarship of Teaching: A Study of Marketing Education Journal Publications” (*Marketing Education Review*, 2003).
- “Making Grading Easier: The Use of Rubrics in Grading Written Cases” (*Marketing Education Review*, 2003).
- “The Best Undergraduate Marketing Education Program: An Assessment” (*Marketing Education Review*, 2002).
- “Future External Reference Prices: You Better Buy Now” (2001 Society for Marketing Advances Conference).
- “Big Brother Has A Deal For You: The Ethics of M-Commerce” (2001 Society for Marketing Advances Conference).

### **College of Business**

- National Diversity Case Competition (At Indiana University) – Faculty Advisor (2015 – 2016)
- College of Business Dean Search Committee (2015 – Pres.)
- Student Marketing Association – Faculty Advisor (1998 – Pres.)
- Alpha Kappa Psi – Omicron Phi Chapter – Faculty Advisor (2008-2011)
- Entrepreneurship Faculty Research Team – Member (1996-1999)
- Honors and Awards Committee – Member (1998-Pres.)
- International MBA Team – Member (1999-2002)
- MBA Program Committee – Member (1999-2003)
- Faculty Grievance Review Committee (2004-2006)
- Project BUILD (for Minority High School Juniors) – Faculty Lecturer (2001-Pres.)
- Integrated MBA Committee (2004-2009)
- Student Recruitment and Retention Committee (2004-2006)
- Diversity Committee (2011-Pres.)
- College of Business Dean Search Committee (2010)

### **University of Louisville**

- Community Engagement Office – Faculty Liaison (2011 – Pres.)
- Campus Climate Committee (2012 – Pres.)
- 21st Century University Initiative – Culture of Excellence Committee (2014)
- College of Arts & Sciences Dean Search Committee (2014)
- Commission on Diversity & Racial Equality – Co-Chair (2011-2014)
- University Faculty Salary Equity Committee – Member (2011-2014)

University Human Resources Advisory Committee – Member (2011-2014)  
University Signature Partnership Initiative – Member (2011-Pres.)  
Presidential Inauguration & State of the University (Dr. James Ramsey) – Ecumenical Prayer (2006 – 2015)  
Commission on Diversity & Racial Equality – Diversity Programing Sub-Committee Member (2000 – 2014)  
Commission on Diversity & Racial Equality – Presidential Advisory Committee (2008-2014)  
Decanal Review Committee (Re: Dean Robert L. Taylor) – Member (1998)  
College of Business & Public Administration Dean Search Committee (1<sup>st</sup> Search) – Member (2002-2003)  
College of Business & Public Administration Dean Search Committee (2<sup>nd</sup> Search) – Member (2003)  
President’s Planning & Budget Advisory Committee - Member (2003-Current)  
University Diversity Committee – Member (2001 – 2002)  
Presidential Search Faculty Advisory Committee – Member (2002)

### **Greater Louisville Community**

National Multiple Sclerosis Society-Kentucky Chapter – Member Board of Directors (1998 - 2001)  
Metro United Way - Member Marketing Committee (Current)  
Portland Child Development Center– Member Advisory Board (2000-2003)  
Tidy Maid Cleaning & Janitorial Service, Inc. – Member Board of Directors (1998-2001)  
Louisville Urban League – Save Our Children Program (Charter Member)

### **Commonwealth of Kentucky**

Gubernatorial appointment by Executive Order [of the Honorable Ernie Fletcher] appointed as Member of the Board of Directors of the Bluegrass State Skills Corporation. (2003 – 2009)  
Gubernatorial appointment by the Honorable Ernie Fletcher appointed to the Order of Kentucky Kernel.

### **Greater Academic Community**

Coeditor, Journal of Business Cases and Applications – June 2017 - current

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## **Honors & Activities**

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### **Honors**

Millikin University:	General Motors Scholar H. F. Bird Scholar-Athlete Award Varsity Wrestling Team – Captain Varsity Football Team – Scholar
Washington University	General Motors Fellow
University of Wisconsin	National Consortium for Educational Access Fellow Advanced Opportunity Fellow Outstanding Teacher Award – EMERGE Program
University of Louisville	Graduate Teacher of the Year Award 2008 – College of Business. 2008 Top 10 University Faculty Award – Selected by students. Red & Black Athletes 2008 Awards Banquet – By student athlete invitation. Red & Black Athletes 2003 Awards Banquet – By student athlete invitation. Undergraduate Teacher of the Year Award 2004 – College of Business Women’s Field Hockey 2004 Honorary Game Coach– By student athlete invitation.

### **Activities**

Current	Broadway Temple Church & African Methodist Episcopal Zion Church <ul style="list-style-type: none"><li>- Board of Trustees - Chair</li><li>- Associate Director of Christian Education - Kentucky</li><li>- Episcopal Director of Christian Education – Midwest Region</li><li>- Annual Baccalaureate Committee-Chair</li></ul> Gardiner Lakes Homeowners Association – Member/Treasurer
Past	Hickory Grove African Methodist Episcopal Church <ul style="list-style-type: none"><li>- Board of Trustees-Chairman</li><li>- Usher &amp; Greeter</li></ul> National Urban League – Black Executives Exchange Program Communications Excellence to Black Audiences-Advisory Board Clemmons (NC) Community Development Council-Executive Board Big Brothers of Winston-Salem Master Teacher Program (Georgia State University)

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## Corporate Experience

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### R. J. Reynolds Tobacco Company, Winston-Salem, NC

November 1986  
August 1989

Group Manager-Financial Control and Administration.

Responsible for developing and implementing internal financial control procedures to monitor the expenditure of the promotion budget exceeding \$450 million. Major accomplishments included the coordination of the development of a mainframe computer system that consolidated both budget planning and the planning and execution of all promotion programs. The system established procedures that were projected to significantly improve the efficiency and accuracy of the budgeting process throughout the Company. I was responsible for a professional staff of five.

July 1984 to  
July 1989

Promotion Manager-Camel. Responsible for developing and implementing national and targeted promotion programs to build and enhance the Camel brand. Promotion programs implemented represented a broad range of promotion vehicles that included: coupon programs, product sampling, local field marketing, sweepstakes and retail presence programs. The "Camel World of Wheels Sweepstakes" attracted more respondents than any sweepstakes ever sponsored by RJR. The Camel Brand represented more than \$600 million in sales and approximately \$45 million in promotion funds.

April 1980  
June 1983

Brand Manager-Special Markets. Major accountability was the responsibility for recommending, developing and executing marketing programs for all RJR cigarette brands targeted to ethnic markets, the military market, young adult markets, and vending sales. Special market segments in total accounted for approximately 20% of the RJR cigarette volume. Responsible for allocating the expenditure of approximately \$15 million in marketing funds.

December 1977 to  
March 1980

Brand Manager-Camel Flavor Brands/Salem Lights.

Responsibilities included all activities related to the overall marketing, planning and profit implications of the brands. Major accomplishments included the development of an improved Camel Filter product and packaging that was introduced nationally. The Salem Lights brand was repositioned and established as the leader and fastest growing brand in its category. The Camel Flavor Brand represented approximately \$400 million in sales and \$24 million in marketing expenditures. The Salem Brand represented \$350 million in sales and \$29 million in marketing expenditures.

October 1975 to  
November 1977

Assistant Brand Manager/Marketing Assistant.

Responsibilities included the coordination and development of sales promotion and media programs, marketing budget administration and developing recommendations relative to the strategic direction of the brand. Major accomplishment was a recommendation to executive management of an integrated marketing program to test market a line extension product, Camel Lights. Responsibility extended to the implementation of the approved test market plan. Camel Lights was successfully test marketing and is currently a highly successful national brand.

February 2017