

Marketing Accountability Standards

Member Spotlight

John Gaski, Mendoza College of Business
University of Notre Dame

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Boston



Marketing Accountability Standards Board
of the Marketing Accountability Foundation

About John Gaski



- **Associate Professor of Marketing
Mendoza College of Business University of Notre Dame**
- **Primary research: societal impact of marketing activity
and power in the distribution channel**
- **Honored as one of the one of the “108 Best
Researchers in Marketing” by published peer review**
- **Prolific policy author and reviewer for several
prominent marketing journals**
- **Co-lead of MASB Common Language Marketing
Dictionary Team**

Discussion

- You are well known for the surprising intersection of marketing and policy decisions (e.g. time zones/DST). What is marketing's role in setting policy/standards?
- In your “Manifesto” you explain that marketing is misunderstood and that it is worthy of celebration not derision. What do you see as the “true nature of marketing”?
- What attracted you to Marketing Accountability?
- How did you hear about MASB?
- What was your interest in the Common Language Marketing Dictionary project?

How was MR used to engage students?



Professor John Gaski Recognized by Notre Dame Army ROTC

“After working with a student team in the fall semester, the Notre Dame Army ROTC program expressed their gratitude by inviting Professor John Gaski to a recent banquet where **he was awarded with the God, Country, Notre Dame Medal** as a token of appreciation for the opportunity to be involved with the Marketing Research class in the fall.”

Source: The Market Post of UND

Now for the big question...



Based on your research, by how many points will Notre Dame beat Michigan on September 1?

Thank-you!



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