Marketing Accountability Standards

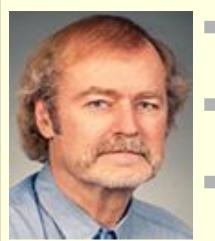
Member Spotlight

John Gaski, Mendoza College of Business University of Notre Dame

> August 2018 Boston

MASB 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 ©2018 MASB 4

Now for the big question...



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





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