

Marketing Accountability Standards

Member Spotlight

**Bobby Calder, Professor of Marketing and Psychology
Kellogg School of Management, Northwestern University**

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Boston**



**Marketing Accountability Standards Board
of the Marketing Accountability Foundation**

About Bobby Calder



- **Professor of Marketing and Psychology
Kellogg School of Management, Northwestern University**
- **Primary research: branding and marketing strategy,
media, marketing research, and psychology of consumer
behavior**
- **Director of the Center for Cultural Marketing**
- **ISO/TC 289 Chair**
- **Member of the Brand Evaluation Standard and Finance in
Marketing Course**

Discussion

- **What is most interesting about chairing ISO TC289?**
- **What aspect has been the most challenging?**
- **In a large number of your published works you emphasize the concept of “engagement”. What do you mean by this and why is it important?**
- **What attracted you to Marketing Accountability?**
- **What is your perspective on ‘Big Data’?**

Now for another big question...



Based on your research, by how many points will Notre Dame beat Northwestern on November 3?

Thank-you!



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