

ELLIOTT MANZON

Assistant Professor – Educator
Carl H. Lindner College of Business,
University of Cincinnati

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ACADEMIC EMPLOYMENT

UNIVERSITY OF CINCINNATI, Carl H. Lindner College of Business
Assistant Professor - Educator 2015 – Present
Visiting Assistant Professor 2013 – 2015

EDUCATION

UNIVERSITY OF MICHIGAN, Rackham Graduate School
Ph.D. Design Science - Interdisciplinary Marketing & Design, 2013
Dissertation: "Avoiding the Buyer's Fallacy: Consumer Perceptions of Products Before Purchase"
Advisors: Carolyn Yoon & Colleen Seifert
Committee Members: Nigel Melville & Richard Gonzalez

UNIVERSITY OF MICHIGAN, Ross School of Business
Bachelor of Business Administration - Marketing, 2009

TEACHING EXPERIENCE

UNIVERSITY OF CINCINNATI – Assistant Professor - Educator of Marketing

Average Instructor Excellence Rating of 7.8 / 8

- Dean's List of Teaching Excellence every semester (2013 - Present)
- Developed two entirely new courses for the college

New Product Development: MKTG 4021

- Students ideate, develop, prototype, test, and market their own new product idea
- 3D printing is taught to students and used to prototype student projects

- Kickstarter Project awarded Society for Marketing Advances Innovation in Teaching Award

Marketing Research: MKTG 3080

- Train students through active learning to conduct interviews, focus groups, surveys, ethnographic research, secondary research, eye-tracking, and ad testing
- Students conduct primary marketing research for a company or industry in which they plan to pursue a career
- Eye-Tracking project awarded Marketing Management Association Teaching Innovation Award

Honors Seminar – The Greatest Product Failures – Avoiding Marketing Disasters: MKTG 2098

- Course designed to teach students to embrace failure as a natural element of innovation. The course focuses on case studies of failures from industry and how successful companies utilize failures as an opportunity to learn and grow and innovate
- Course accepted by honor's department out of more than 30 proposals

Digital Marketing: MKTG 4027

- Entire class became certified in Google AdWords
- Students learned how to use Google Analytics, Google AdWords, and Facebook Advertising Platforms

Additional Teaching:

- Co-Instructor for International Retailing Study Abroad program in Milan Summer 2016

UNIVERSITY OF MICHIGAN - Graduate Student Instructor

- Overall instructor rating 4.8 / 5, Department average 4.3
- Rackham Outstanding Graduate Student Instructor Award Nominee (2012)

Decision Processes (Fall 2012)

Cognitive Psychology (Winter 2012)

Organizational Psychology (Fall 2011, Winter 2011)

Social Psychology (Fall 2010)

AWARDS & HONORS

- Lindner College of Business Drew & Wendy Boyd Breakthrough in Innovative Teaching Excellence Award (2018)
- Marketing Management Association AccessCapon Teaching Innovation Competition Winner (2017)
- University of Cincinnati Innovative Uses of Technology in Teaching Award (2017)
- Greater Cincinnati Collegiate Community Teaching Excellence Award (2017)
- Lindner College of Business Faculty Development Grant (2017)
- Marketing Management Association AccessCapon Teaching Innovation Award Finalist (2016)
- Center for Excellence in eLearning - eLearning Champion for April (2016)
- Society of Marketing Advances Cengage Pride/ Ferrell Innovations in Teaching Award (2015)
- Carl H. Lindner College of Business Dean's List of Teaching Excellence (2013 – Present)
- University of Cincinnati International Programs Study Abroad Mentoring Grant (2015)
- University of Michigan Rackham Graduate Student Research Grant (2011), (2012)
- King-Chavez-Parks Initiative Future Faculty Fellowship, State of Michigan (2011)
- Graduated with High Distinction – University of Michigan (2009)

UNIVERSITY SERVICE

Faculty Advisor - University of Cincinnati American Marketing Association (2015 – Present)

UC AMA Recognitions:

- 2018 Exemplary Chapter Performance Award, Semi-finalists for Case Competition
- 2017 Winner of Cincinnati Pinnacle Award – Best Student Marketing Campaign or Program
- 2016 Outstanding Chapter Planning, Outstanding Fundraising, and Outstanding Internal/ External Communications recognitions at the AMA ICC
- 2015 AMA International Collegiate Conference Case Competition Team 3rd Place in National Finals
- 2015 Greater Cincinnati AMA Collegiate Pinnacle Award Winner
- 2015 Student Organization of the Year – Carl H. Lindner College of Business

Lindner College of Business Teaching Excellence Committee (2016 – Present)

Judge for Marketing Management Association Teaching Innovation Competition (2018 – Present)

Judge for University of Cincinnati Innovative Uses of Technology Award (2018 – Present)

Ad hoc reviewer for *Design Science Journal & Marketing Education Review* (2015 – Present)

Student Grievance Review Committee (2015 – 2016)

Faculty Advisor for University of Michigan Running Club (2012-2013)

Undergraduate Student Research Advisor (5 students from 2010-2013)

ACADEMIC PUBLICATIONS

Manzon, E. (2017). Creating Student Engagement: The Kickstarter Active Learning Project. *Marketing Education Review*, 27(2), 115-118.

CONFERENCE PRESENTATIONS

Manzon, E. (2017) Teaching Team Management Skills through Group Projects, *Society for Marketing Advances*, Louisville, KY.

Manzon, E. (2017) Experiencing a Customer 's Journey: Eye Tracking Technology in the Marketing Classroom, *Marketing Management Association Fall Educators ' Conference*, Pittsburgh, PA.

Manzon, E. (2017) Effectiveness of Collaborative Classroom Layout Designs in Marketing Education, *American Marketing Association International Collegiate Conference*, New Orleans, LA.

Sojka, J., Manzon, E., & Shah, E. (2017) Bringing the "Real World" into the Marketing Classroom: Incorporating In-Class Experiential Learning throughout the Marketing Curriculum, *American Marketing Association Winter Educators Conference*, Orlando, FL.

Manzon, E. (2016) Engaging Student Interest: The Kickstarter Active Learning Project, *Marketing Management Association Annual Fall Conference*, Providence, RI.

Manzon, E. (2016) Engaging Students with Active Learning Group Projects, *Academy for Teaching and Learning Teaching Showcase*, Cincinnati, OH

Manzon, E. (2015) Developing Student Motivation: The Kickstarter Marketing Project, *Society for Marketing Advances Annual Conference 2015*, San Antonio, TX

Manzon, E., Gonzalez, R. Yoon, C. Seifert, C. M. (2013) The Influence of Product Design on Consumer Perceptions. *Invited Talk at the University of Michigan Decision Consortium*, Ann Arbor, MI.

Manzon, E., Gonzalez, R. Yoon, C. Seifert, C. M. (2012) Is “More” Always Better? Older Consumers and Product Feature Fatigue. *Society for Judgment and Decision Making Annual Conference*, Minneapolis, MN.

Manzon, E., Gonzalez, R. Seifert, C. M. (2012) Can You Hear Me Now? How Product Attributes Influence Online Phone Reviews. *American Marketing Association: Summer Marketing Educators’ Conference*, Chicago, IL.

MANUSCRIPTS IN PROGRESS

Manzon, E., Designing a Better Group Project – The Flipped Group Project

Manzon, E., Gonzalez, R. Yoon, C., & Seifert, C. M. Is “More” Always Better? Older Consumers and Product Feature Fatigue

PROFESSIONAL AFFILIATIONS

American Marketing Association
Society for Marketing Advances
Marketing Management Association
Society for Judgment and Decision Making