

New dean is appointed to School of Business

"His professional, administrative and academic leadership are synonymous with the type of quality higher education YSU strives to offer its students," said YSU President John J. Coffelt, as he announced the appointment of Dr. H. Robert Dodge, Dean of School of Business Administration, effective August 1.

Since 1976, Dodge, 50 yrs. old, has been Northern Illinois University, DeKalb, Illinois, as professor and chairman of the department of marketing. Among his responsibilities there, he developed and administered a more than \$740,000 budget; supervised 26 faculty members and developed an honors system for departmental majors.

Dodge has also served as professor of marketing, Memphis State University (1965-76); associate professor of marketing, University of Texas at Arlington (1964-65); adjunct professor, University of California (1960-64) and University of Southern California Graduate School (1964); asst. professor of marketing, California State University (1959-64); asst. professor of marketing, Florida State University (1957-58); instructor, Ohio State Uni-



Dr. H. Robert Dodge

versity (1955-58) and instructor, University of Nebraska (1954-55).

Dodge received a bachelor of science degree in industrial management; his masters and Ph. D. in marketing, all at Ohio State University.

In a long list of professional activities and honors for Dodge are: Vice President, Industrial Marketing Division, American Marketing Association (1973-74); Vice President, Curriculum, Southeastern Region, American Institute for Decision Sciences (AIDS) (1974-75) and President-

(Cont. on pg. 2)

Dean

(Cont. from pg. 1.)

Act, Midwest AIDS, 1979-80; Beta Gamma Sigma Honorary and Alpha Iota Delta (National Decision Sciences Honorary) and Phi Kappa Phi.

Dodge has done extensive research and consultants work in new product development, marketing organization audits, evaluation of field sales force, study of customer characteristics and consumer behavior studies.

Among his many publications are these books: "Industrial Marketing", "Field Sales Management" and "Professional Selling",

As Dean of the School of Business Administration, Dodge will oversee the departments of accounting and finance; advertising and public relations; management; and marketing which have more than 3,200 undergraduate and graduate students enrolled.

Dodge replaced Professor Robert L. Miller, who headed the School of Business since its inception in 1947. Miller has returned to the classroom to resume a full-time teaching career.