

**IAN BRENNAN**  
**Professor of Marketing**  
**Colorado State University-Pueblo**

Hasan School of Business  
Colorado State University-Pueblo  
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**EDUCATION**

Ph.D., Marketing 1992  
University of Texas at Arlington, Arlington, Texas  
Dissertation: Moderators of the Complex Allegoric Advertising Execution—Brand Attitude Relationship

MBA, 1988.  
University of Evansville, Evansville, Indiana

BA (Honors), Industrial Economics, 1985  
University of Nottingham, Nottingham, England

**TEACHING**

Colorado State University-Pueblo  
Hasan School of Business  
Professor of Marketing, fall 2009--present  
Associate Professor of Marketing, fall 2005—summer 2009  
Assistant Professor of Marketing, fall 2003-summer 2004  
Undergraduate: Principles of Marketing, Consumer Behavior, Promotional Strategy  
MBA: Integrated Marketing Communication

Colorado State University System Study-Abroad Program at Harlaxton College, England,  
Summer 2016-present  
Consumer Behavior and Promotional Strategy

London School of Economics, England  
Visiting Professor of Marketing, Summer 1995, Summer 1996, Summer 1997, Summer 1998,  
Summer 1999, Summer 2000, Summer 2001  
Undergraduate Marketing: (with Dr Sabine Kuester)

#### Fayetteville State University

Department of Marketing and Business Education

Associate Professor, 2000-2003, (tenured 2000)

Assistant Professor, 1993-2000

Undergraduate: Principles of Marketing, Market Research, Consumer Behavior, International Marketing, International Business.

MBA: Marketing Strategy, Marketing Research, International Marketing, Advertising Research.

#### University of Texas at Arlington

Department of Marketing

Assistant Instructor, 1992-1993

Graduate Teaching Assistant, 1989-1992

Undergraduate: Principles of Marketing, Consumer Behavior, Services Marketing.

MBA: Marketing Management, Advertising Management, Marketing Strategy.

#### University of Evansville

School of Business Administration

Visiting Instructor of Economics and Finance, 1987-1989

Undergraduate: Introduction to Statistics, Microeconomics, Macroeconomics, Principles of Finance.

#### Harlaxton College, England

Lecturer in Economics and Marketing, 1985-1987

Undergraduate: Microeconomics, Macroeconomics, Principles of Marketing, Britain and the World Economy, Comparative Economic Systems, International Economics and Finance.

#### University of Nottingham, England

Department of Industrial Economics

Tutor in Industrial Economics, 1986-1987

### **RESEARCH**

#### **Refereed Journal Articles**

Brennan, Ian and Emily Mann, (2017) "Brand Attitudes and the Placement of Semantic Primes in Novels," *Global Journal of Management and Marketing*, 1 (1) 21-29

Brennan, Ian (2015), "Brand Placement in Novels and Competitor Recall: Robustness of Part-List Cueing Effects," *Academy of Marketing Studies Journal*, 19 (3) 61-72

Brennan, Ian (2015), "Brand Induced Creativity: The Moderating Role of Cognitive Ability on Priming Creativity through Brand Exposure," *Academy of Marketing Studies Journal*, 19 (1) 120-128

Brennan, Ian and David McCalman, (2011) "Word-of-Author Advertising in Textbooks: The Role of Brand Familiarity and Placement Repetition on Recall and Recognition," *Academy of Marketing Studies Journal*, 15, (1) 125-137

Brennan, Ian (2008) "Brand Placement in Novels: A Test of the Generation Effect," *International Journal of Advertising*, 27, (4) 495-509

Brennan, Ian and Kenneth D. Bahn, (2006), "Literal versus Extended Symbolic Messages and Advertising Effectiveness: The Moderating Role of Need for Cognition," *Psychology and Marketing*, 23, (4) 273-296

Brennan, Ian and Laurie Babin (2004), "Brand Placement Recognition: The Influence of Presentation Mode and Brand Familiarity," *Journal of Promotion Management*, 10, (1/2) 185-202

Dubas, Khalid and Ian Brennan (2002), "Marketing Implications of Webcasting and Extranets," *Marketing Intelligence and Planning*, 20 (4) 223-228

Brennan, Ian, Khalid M. Dubas and Laurie Babin (1999), "The Influence of Product-Placement Type and Exposure Time on Product Placement Recognition," *International Journal of Advertising*, 18, 323-357

Bajwa, Deepinder S. Arun Rai and Ian Brennan (1998), "Key Antecedents of Executive Information System Success: A Path Analytic Approach," *Decision Support Systems*, 22, 31-43

Brennan, Ian, Frank Gault and Barbara Forsberg (1993), "Persuading Students to Work on Campus: An Empirical Investigation of Ways to Increase On-Campus Student Employment," *Journal of Student Employment*, 5, (1) 21-29

### **Book Chapters**

Brennan, Ian and Laurie Babin (2004), "Brand Placement Recognition: The Influence of Presentation Mode and Brand Familiarity," in *Handbook of Product Placement in the Mass Media*, Mary-Lou Galician ed. Haworth Press, Binghamton, NY. (This chapter is a reprint of our 2004 article published in *The Journal of Promotion Management*).

### **Book Reviews**

Brennan Ian, (1998), reviewed "Nightmare on Main Street" by Mark Edmundson, *Journal of Macromarketing*, 18, (2) 175-176

### **Proceedings**

Brennan Ian (July 2013), "Priming Creativity through Brand Exposure: A Conceptual Replication" Best Paper Award for Market Research Track, Academy of Marketing Conference, University of South Wales, Cardiff, UK

Brennan, Ian (December 2011), "The Brand as a Priming Cue: Is There a Creative Argument for Brand Exposure?" Academy of Marketing Consumer Research SIG Workshop, Birmingham University. UK

Brennan, Ian (2011), "Brand Attitudes and the Placement of Semantic Primes," *Academy of Marketing Global Brand, Identity and Reputation SIG: 7th International Conference*, Oxford University, UK

Brennan, Ian (September 2009), "Brand Placement in Books: The Robustness of Part-List Cueing Effects," *Academy of Marketing Brand, Identity and Reputation SIG: 5th International Colloquium*, Cambridge, UK

Brennan, Ian and Gerri Wink (2008), "Teaching Internal Validity", *Mountain Plains Management Association, 50<sup>th</sup> Annual Fall Conference*

Brennan, Ian (2006), "Response-Range Sensitivity Effects for Observable and Unobservable Behaviors in Whites and Hispanics," *Mountain Plains Management Association, 48<sup>th</sup> Annual Fall Conference*

Brennan, Ian (2000), "Response-Range Sensitivity: A Cross-Cultural Generalization," *Atlantic Marketing Association*, 220-224

Brennan, Ian and Khalid Dubas (1998), "Product Placement: A Response To Zipping and Zapping," *SEInforms*, 34, 351-352.

Dubas, Khalid M. and Ian Brennan (1998), "Push Technology and the Marketing Mix," *SEInforms*, 34, 352-354.

Bajwa, Deepinder S. and Ian Brennan (1996), "A Comparison of Top-Down versus Bottom-Up EIS Efforts: A Path Analytic Approach," *Northeast Decision Sciences Institute Proceedings*, 25.

Bajwa, Deepinder S., Ian Brennan and Assad Tavakoli, (1995), "Perceptions of HealthCare Quality: The Role of Gender," *Decision Science Institute Proceedings*, 3, 1704-1706

Brennan Ian and Kenneth D. Bahn, (1991), "Door-in-The-Face, That's Not All, and Legitimizing a Paltry Contribution: Reciprocity, Contrast Effect and Social Judgement Theory Explanations," *Advances in Consumer Research*, 18, 586-589

### **Presentations**

Brennan, Ian "The UK Scholarship Program" Guernsey Grammar School and VI Form College, September 23, 2019

Brennan, Ian, "Needs Based versus Merit Scholarships" Chipping Norton School, March 5, 2019

Brennan, Ian, "USA University Opportunities: "Ivy League, Academics and Athletics" Cardiff High School, March 4, 2019

Brennan Ian, "Cyber Security and American Scholarships" Coleg Sir Gar, Llanelli, November 16, 2018

Brennan Ian, "Connecting Seren Students with the USA" Haverfordwest High VC School, November 15, 2018

Brennan, Ian "USA versus UK Degrees," two presentations to Seren students at Coleg Y Cymoedd, Cardiff, Wales Nov 12, 2018

Brennan Ian, "UK and USA Universities: What's the Difference?" Fulbright Commission's USA College Day, London September 28, 2018

Brennan Ian, "Recruiting in the UK," Student World, London Fair, London, March 16, 2018

Brennan Ian, "A USA Education," Shrewsbury VI Form College, Shrewsbury, March 14, 2018

Ian Brennan, "Studying in the USA," Chipping Norton School, Chipping Norton, March 12, 2018

Brennan Ian, "Symbolic Advertising," presentation to the marketing faculty, Oxford Brookes University, Oxford, May, 12 2012

Brennan, Ian, "Beer Marketing Case Studies" Zymurgy Institute, Colorado Springs, CO, September 13, 2010

Brennan, Ian, "Brand Placement in Books: The Robustness of Part-List Cueing Effects," Center for Media Consumption and Markets, University of Glamorgan, May 18, 2009

Brennan, Ian "Brand Placement in Novels: A Test of the Generation Effect," University of Glamorgan, May 17, 2008

Brennan, Ian "Literal versus Extended Symbolic Messages and Advertising Effectiveness: The Moderating Role of Need for Cognition, University of Cardiff, May 15, 2007

Brennan, Ian "Internal Validity: The Case for the Flawed Experiment," *Mountain Plains Management Association, 46<sup>th</sup> Annual Fall Conference*, Grand Junction CO, October 14-16, 2004

Baumann, Marge and Ian Brennan, "Web Based Teaching Applications," *3rd Annual Distance Learning Institute*, East Carolina University, NC April 9, 2001

Brennan, Ian, "Measuring and Manipulating Customer Satisfaction," American Society for Quality, Fayetteville, NC, September 28, 2000

Khalid. M. Dubas, Petur O. Jonsson and Ian Brennan, "Using Net meeting Software and/or a Java Applet for a Chat Room," *Fayetteville State University Spring Faculty Symposium*, Fayetteville, NC. April 7, 1999

Dubas, Khalid M. and Ian Brennan, "The Impact of Webcasting on Marketing," *IEMS International Conference*, March 12, 1998

Brennan, Ian and Khalid Dubas, " Product Placement: A Response To Zipping and Zapping," *IEMS International Conference*, March 12, 1998.

Brennan Ian, "Product Placement in the USA", key note speech for *Doing Business in the USA, Conference*, sponsored by Vision 2000 and The University of Evansville, Grantham, England, June 3, 1997.

Brennan Ian, "Physical Attractiveness as a Component of Source Expertise", *Southeast TIMS* Myrtle Beach, SC, April 28, 1991.

### **Manuscript Reviewing**

Reviewer for *Journal of Marketing Management* 2015- present

Reviewer for *European Journal of Marketing* 2011-present

Reviewer for *Journal of Advertising* 2011-present

Reviewer for *Asia Pacific Journal of Marketing and Logistics*, 2008

Reviewer for the *Journal of Consumer Behavior*, 2008

Reviewer for the International Conference of the Institute of Business Administration and Technology, Toronto Canada July 8-11, 1998

Reviewer for the Academy of Marketing Science Dissertation Competition, 1995

Reviewer for the Southwestern Marketing Association Conference, 1994

### **Grants**

Brennan, Ian and Joey Cho HSB Cyber Security Research ,Grant 2019

Brennan Ian, Provost Faculty Development Grant 2011, 2012, and 2014

Brennan, Ian, Summer Research Funding, Hasan School of Business, Colorado State University-Pueblo, Summer 2003, 2004, 2006, 2013, 2014, 2015, 2016, 2017, 2018, 2019

Brennan, Ian and Assad Tavakoli, "The Demand for the Raleigh –Fayetteville-Wilmington Passenger Railway," North Carolina Department of Transportation, Awarded April, 2002

Jonsson, Petur, Ian Brennan, and Khalid Dubas, "Exploring Various Technologies for Enhancing Teaching Effectiveness," Fayetteville State University Faculty Development Award, January, 1999

Brennan, Ian and Assad Tavakoli, "A Study to Determine the Demand for a Light Industrial / Business Park in the Eufaula Street Area," Environmental Protection Agency, Awarded October 1998

Jonsson, Petur, Ian Brennan, and Khalid Dubas, "Technology-Based Interactive Strategies," Fayetteville State University Faculty Development Award, January 14, 1998

Brennan, Ian, Faculty Development Grant, Fayetteville State University, December 1995

### **Consulting**

Clients include: General Motors, Environmental Protection Agency, North Carolina Department of Transportation, and Longhany Racing.

### **Awards/Recognition**

International Faculty Member of the Year Award, Center for International Programs, CSU-Pueblo, 2018

Best Paper Award, Marketing Research Track, *Academy of Marketing Conference*, Cardiff (July, 2013)

Enterprise Car Rental Students' Choice Award for Teaching, Colorado State University--Pueblo 2007-2008

Outstanding Faculty Member Award, Hasan School of Business, Colorado State University--Pueblo (2005-2006)

Teacher of the Year, Department of Marketing and Business Education, Fayetteville State University, (2000-2001)

Appeared on "Issues in Education" to discuss the British Education System--a thirty-minute television interview (broadcast on Time Warner Cable Channel 10 in November 1995).

American Marketing Association Doctoral Consortium representative for the University of Texas at Arlington, Michigan State University (1992)

University of Evansville, William B. Ridgeway Scholarship at the University of Evansville, 1987-1988)

### **RECRUITING**

Director of the CSU-Pueblo UK Scholarship program 2018-present

### **STUDY ABROAD**

Designed a summer program for CSU-Pueblo and CSU-Fort Collins students at Harlaxton College, England (2016-present).

**BRUISES and BISHOPS**

England Universities National Rugby Team, 1985

Wales Under 18 National Rugby Team, 1981-82

Wales Under 16 National Rugby Team, 1980

Wales Junior Chess Champion, 1975