

Mark Wilson Stuhlfaut, Ph.D.
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Summary

- Presently in the sixth year as a faculty member at the University of Kentucky for the School of Journalism and Telecommunications in the College of Communications and Information Studies, teaching a variety of strategic communications courses, including the instruction of the AAF National Student Advertising Competition team.
- Currently conducting research related to the creative process in advertising. Originator of the creative code construct that encapsulates the values for creativity inside advertising agencies.
- Ph.D. (2006) in mass media with an emphasis on advertising from Michigan State University. Dissertation: “What is creative and what is not: The influence of social norms on creativity in advertising agencies.”
- Extensive professional experience in advertising as a creative director, copywriter, advertising consultant, account manager, and media director at mid-size to large advertising agencies in Minneapolis, Chicago, New York, and other cities.

Education

Michigan State University, East Lansing, Michigan: Mass Media Ph.D. program of the College of Communication Arts and Sciences. Degree conferred in July 2006. Committee chair: Bruce Vanden Bergh, Ph.D.; and committee members: Nora Rifon, Ph.D.; Carrie LaFerle, Ph.D.; and R. Dale Wilson, Ph.D.

University of Minnesota, Minneapolis, Minnesota: bachelor’s degree in speech communication, College of Liberal Arts, Degree conferred in June 1971. Major advisor: George Shapiro, Ph.D.

Refereed Publications

Stuhlfaut, Mark and Kasey Windels (forthcoming). “The Company Line: A Scale to Measure the Creative Code within Advertising Agencies,” accepted for publishing on January 3, 2012 by the *International Journal of Advertising*.

Stuhlfaut, Mark W. (2011b) “Language at a Deeper Level: The Creative Code in Ethnically Oriented Advertising Agencies,” *International Journal of Integrated Marketing Communications*, 3(2).

Stuhlfaut, Mark W. (2011a). “The Creative Code: An Organisational Influence on the Creative Process in Advertising.” *International Journal of Advertising*, 30 (2), 283-304

Stuhlfaut, Mark W. and Chan Y. Yoo (2011) “A Tool for Evaluating Advertising Concepts: Desirable Characteristics as Viewed by Creative Practitioners,” *Journal of Marketing Communications*, 17(1), 1-17

Davis, Craig; Timothy Brotherton, Nakato Hirakubo; and Mark W. Stuhlfaut (2010) "Reviving an Iconic Advertising Campaign: I Love New York," *2010 Annual Advances in Business Cases*, Society of Case Research, 30 (July), 142-150

Stuhlfaut, Mark W. and Craig Davis, (2010) "The Teaching of Advertising Management: Essential, Elective, or Extraneous," *Journalism and Mass Communication Educator*, 65, (3&4), 265-282.

Stuhlfaut, Mark W. and Margo Berman, (2010). "Rethinking Learning Objectives of a Campaigns Approach to Advertising Capstone Courses," *Journal of Advertising Education*, 14 (1), 46-52

Stuhlfaut, Mark W. (2010). "Evaluating the Work Preference Inventory and its Measurement of Motivation in Creative Advertising Professionals," *Journal of Current Issues and Research in Advertising*, 32(1), 81-93.

Stuhlfaut, Mark W. and Mike Farrell, (2009). "Pedagogic Cacophony: The Teaching of Ethical, Legal, and Societal Issues in Advertising Education," *Journalism and Mass Communications Educator*, 64 (2), 173-190.

Stuhlfaut, Mark W. and Margo Berman, (2009). "Pedagogic Challenges: The Teaching of Creative Strategy in Advertising Courses," *Journal of Advertising Education*, 13 (2), 37-46

Stuhlfaut, Mark W. (2007) "How Creative Are We? The Teaching of Creativity Theory and Training," *Journal of Advertising Education*, 11 (2), 49-59

Vanden Bergh, Bruce and Mark W. Stuhlfaut, (2006). "Is Advertising Creativity Primarily an Individual or a Social Process?" *Mass Communication and Society*, 9 (4), 373-397.

Stuhlfaut, Mark W. (2005). "Economic Concentration in Agricultural Magazine Publishing: 1993-2002." *Journal of Media Economics*, 18 (1), 21-33

Conference Proceedings

Stuhlfaut, Mark W. (2009). Opening a Magical Box: "A Case Study of Creative Conventions within an Advertising Agency." In *Proceeding of 2009 Conference of the American Academy of Advertising*, Glen Nowak, ed., Atlanta, GA, American Academy of Advertising, 51

Stuhlfaut, Mark W. (2006). Effects of Motivation Orientation on Creativity in Advertising." In *Proceedings of 2006 Conference of the American Academy of Advertising*, Jef Richards, ed., Austin, TX, American Academy of Advertising, 154

Conference Presentations

Stuhlfaut, Mark (2010) "Thinking Outside the Silos: Teaching Creativity and Innovation for Strategic Communication," 93rd Annual Conference of the Association for Education in Journalism and Mass Communications in Denver, Colorado, August 4-7, 2010.

Davis, Craig; Timothy Brotherton; Nakato Hira Kubo; and Mark W. Stuhlfaut, (2010) "Reviving an Iconic Advertising Campaign: I Love New York," 2010 Society for Case Research Summer Workshop, Hanover, Indiana, July 15 -17, 2010.

Stuhlfaut, Mark W. and Margo Berman (2009) "Crossed Swords: The Teaching of Creative Strategy in Advertising Courses," 2009 Conference of the Association for Education in Journalism and Mass Communication, Boston, Massachusetts, August 5-8, 2009

Stuhlfaut, Mark W. (2009). Opening a Magical Box: "A Case Study of Creative Conventions within an Advertising Agency." 2009 Conference of the American Academy of Advertising, Cincinnati, Ohio, March 26-29, 2009

Stuhlfaut, Mark W. and Chan Y. Yoo (2008) "Measuring the Immeasurable," 2008 Conference of the Association for Education in Journalism and Mass Communication, Chicago, Illinois, August, 2008.

Stuhlfaut, Mark W. (2006). Effects of Motivation Orientation on Creativity in Advertising," 2006 Conference of the American Academy of Advertising, Reno, Nevada, March 2006

Vanden Bergh, Bruce and Mark W. Stuhlfaut. (2006). Is Advertising Creativity Primarily an Individual or a Social Process? 2006 Pre-conference meeting on Creativity, American Academy of Advertising, Reno, Nevada, March 2006

Research in Progress

Stuhlfaut, Mark and Bruce Vanden Bergh (2011). "Deep Structures: A Metaphorical Study of the Creative Thought Process in Advertising" Under review at the *Journal of Creative Behavior*.

Windels, Kasey and Mark Stuhlfaut, "The Relationship between the Creative Code and Risk-taking in Advertising Agencies." Work for this paper is in the data-analysis stage with intentions to submit to a journal in early 2012.

Stuhlfaut, Mark and Kasey Windels, "The Relationship between the Creative Code and Divergent Thinking in Advertising Agencies." Work for this paper is in the data-analysis stage with intentions to submit to a journal in early 2012.

Book

Stuhlfaut, Mark W. (2000). *Odyssey and Legacy: The Genealogy of the Stuhlfaut, Klingberg, Graewe, Ziehlke, Caswell, Clark, Demerit, Gray, May, Sheldon and related families*. Gateway Press, Baltimore, Maryland. 352 pages. Ten years in development based on extensive national and international research, the book was recognized in 2000 with the Anna Ford Family Book Award of Excellence by the Heart of America Genealogical Society and Library

Book sidebar

Stuhlfaut, Mark W. (2011). *Completing the Cycle—evaluating the campaign's results*, in S. Moriarty, N. Mitchell & W. D. Wells (Eds.) *Advertising Principles and Practices*, 9th edition, Upper Saddle River, NJ: Prentice-Hall, p. 582

Teaching Experience

Assistant professor (2007 to present): Elected in 2007 to the graduate faculty of the College of Communications and Information Studies, University of Kentucky: CJT-664—qualitative research methods (spring semester, 2010).

Assistant professor (2006 to present): School of Journalism and Telecommunications, College of Communications, University of Kentucky: ISC 311—Ethics and the Strategic Communicator, ISC 331—Creative Strategy, ISC 351—Integrated Strategic Communications Management; ISC 543—Ethical, legal and social issues in ISC, ISC 489—AAF National Student Advertising Competition team, ISC 491—Campaigns.

Graduate assistant instructor (2003 to 2006): Department of Advertising and Public Relations, College of Communication Arts and Sciences, Michigan State University; 10 semesters of teaching classes in advertising management, advertising and society, and integrated promotion strategy. Responsible for all syllabi, lecture materials, lectures, class discussion, exams, assignments, grading, and class management.

Graduate teaching assistant (2002 to 2003): Department of Advertising and Public Relations, College of Communication Arts and Sciences, Michigan State University; One semester of assisting in the teaching of integrated promotion strategy, including the teaching of a laboratory section.

Adjunct professor (2002): Haworth College of Business, Western Michigan State University, Kalamazoo, Michigan; Marketing 474—Creative Strategy. Responsible for syllabus, lecture materials, lectures, class discussion, exams, assignments, grading, and class management.

Service

2011: Served as a marshal for the commencement ceremony of the Graduate School of the University of Kentucky, December 2011.

2007-2010: Served as the director of education on the board of directors of the Lexington Advertising Club, Lexington, Kentucky. Achievements include improving student participation and maintaining the awarding of scholarships to students at the University of Kentucky.

2006-2010: Served as the advisor to the UK Student Ad Club.

2007: Taught a class on radio advertising to the Girls in Research Program, which brought junior-high-school girls from throughout Kentucky to the University of Kentucky during the summer session.

2006-2011: Served as the convener of the professional relations and alumni committee for the School of Journalism and Telecommunications. Also served as the chairperson of the diversity committee. The diversity committee plans an annual event, which features nationally recognized speakers. Wrote the Diversity Plan for the School of Journalism and Telecommunications.

2006-2011: Reviewed numerous papers for journals, including *Mass Communication and Society*, *Journal of Advertising*, *Mass Communication and Society*, and *Journal of Marketing Communications*.

2006-2011: Reviewed numerous papers for academic conferences, including the 2008, 2009, 2010, 2011 and 2012 national conferences of the American Academy of Advertising, the 2008, 2009, 2010 and 2011 national conferences of the Association for Education in Journalism and Mass Communications, and the 2010 Society for Case Research Summer Workshop.

2009: Served as the discussant for a refereed research paper poster session at the 2009 AEJMC Conference in Boston. As preparation for the session, I reviewed five papers and provided extensive comments to the authors.

Teaching Interests

Creative strategy, advertising campaigns, advertising and society, ethics, copywriting, advertising management, and qualitative research methods

Research Interests

Social, organizational, interpersonal and motivational influences on the creative process in advertising; and advertising pedagogy

Professional Experience

Senior copywriter: Biggs/Gilmore Communications, Kalamazoo, Michigan. May 1999 to September 2001. Primary accomplishment was the concept development, copywriting and coordination of the launch of a new Web site for Pharmacia Animal Health (now Pfizer Animal Health), a leading marketer of veterinary and consumer animal health pharmaceuticals.

Senior copywriter: Lois/EJL, Chicago, Illinois. June 1995 to April 1999. Notable accomplishment was the development of a multi-media campaign to launch a new agricultural herbicide for BASF Corporation. A television commercial for the campaign won a Telly Award for excellence in regional television. The product sold out upon introduction.

Senior copywriter: Bader Rutter Advertising and Public Relations, Brookfield, Wisconsin. June 1993 to September 1994. Created a print campaign for Cutler-Hammer/Westinghouse electrical products that retained the account for the agency.

Advertising consultant, freelance creative director and copywriter: Mark My Words, Minneapolis, Minnesota. April 1988 to June 1993. Owned and operated a business that provided copywriting services to advertising agencies and consultative services to

corporate clients. Winner of two national advertising awards for excellence in direct mail. Created an ad that achieved the highest readership score in an industrial publication readership study.

Creative director: Harris & West Advertising and Public Relations, Minneapolis, Minnesota. March 1986 to April 1988) Led a creative department of copywriters, art directors, traffic managers and production supervisors. Created a television commercial for child health care services that won a Telly Award. Created and supervised the development of a campaign that won a \$2.5 million account for the agency.

Creative director: Miller Meester Advertising, Minneapolis, Minnesota. July 1984 to March 1986. Led the creation of a \$10 million national advertising campaign to launch a major new product in the agricultural chemical market. Won Telly, Obie, Effie and National Agri-Marketing Association awards, including the best national campaign for a new product introduction. Previous positions held at Miller Meester from 1980 to 1984 include, associate creative director, copywriter, media director for the \$20-million business-to-business advertising agency, and account manager.

Other positions: Account manager on major national agricultural chemical accounts at two agencies in New York City and one in St. Joseph, Missouri; sales promotion manager for a publisher of business magazines, and advertising manager for a farm equipment manufacturer.

Current Academic Affiliations

American Academy of Advertising
Association for Education in Journalism and Mass Communication
American Advertising Federation
Lexington Advertising Club