

**MICHAEL D. WIESE**  
**PROFESSOR OF MARKETING**  
**POINT LOMA NAZARENE UNIVERSITY**  
**FARMANIAN SCHOOL OF BUSINESS**  
**3900 Lomaland Dr. San Diego, CA 92106**  
**765-425-0955 (cell)**  
[mwiese@pointloma.edu](mailto:mwiese@pointloma.edu)

**CURRENT SERVICE:**

2017- **Professor of Marketing, Fermanian School of Business  
Point Loma Nazarene University, San Diego, CA.**

2011-current **Director of Undergraduate Studies, Falls School of Business,  
Anderson University (IN)**

- Created a personal branding program, including coaching of all freshmen (2015) and seniors (2016) using the StrengthsFinder assessment
- Championed a new major in Sport Marketing (2015)
- Championed a new concentration in CMA-Preparation (2015)
- Created the FSBMix one-day conference for undergraduate students (2015)
- Started the Excel Basic Certification program for students in the Falls School of Business (2015)
- Led, with a team, IndyMix 2014 and 2016, an event that took most undergraduates to Indianapolis for a day of business networking
- Started new Christian mentoring program at Anderson University with Truth@Work called EDGE Mentoring (2013)
- Developed professional development program called RavenReady Certificate in Professional Development (2013)
- Started new major in Entertainment and Music Business (2013)
- Led creation on new concentrations in Event Planning, Forensic Accounting, Sport Marketing, CPA Preparation (2012)
- Started Advanced Placement initiative for scholars in the Falls School of Business (2011)
- Created Raven Input Board to provide student input into the Falls School of Business academic program (2011)

1996-current: **Professor of Marketing, Anderson University (IN)**

Teach marketing, research, marketing communications, marketing strategy, and management.

Have taught courses on-line using Canvas and Moodle. Been a learner on Blackboard and Eluminate Live

Undergraduate: Buyer/Seller Relations  
Principles of Marketing (in-class and on-line)  
Business as a Profession  
Seminar in Ethics and Leadership  
Marketing Research  
Marketing Management  
Integrated Marketing Communications

MBA: Marketing Strategy  
Business in Society  
Leadership  
New Venture Research (hybrid course)  
Digital/Social Media Marketing (hybrid course)

DBA: Conceptual Framework in Marketing  
Applied Ethics  
Advanced Research Methods

Awards and Honors:

Elected by the Board of Trustees at Anderson University to the rank of Professor Emeritus (2017).

Teaching Award, Christian Business Faculty Association (2014).

Best Academic Paper with Dr. Scott Powell, Christian Business Faculty Association conference at Olivet Nazarene University (2013).

Students in Free Enterprise (SIFE) Hall of Fame as Sam M. Walton Free Enterprise Fellows (2008). Led Anderson University SIFE (Enactus) from 1990 to 2008.

Selected by faculty for the John A. Morrison Award (highest university award given to faculty) for service to Anderson University (2002).

Selected by students for the Robert A Nicholson Award for excellence in teaching (1997).

Faculty Advisor to student team winners for the MasterCard College National Collegiate Advertising Award (1998).

Faculty Advisor to student team winners for the Citibank College National Collegiate Advertising Award (1996).

## MARKETING CONSULTING

### Recent Projects

National Program Evaluator for the Lilly Endowment funded CARE (C—Clergy, A—Advocacy and, R—Resource, E—Effort) program of Church of God Ministries, Anderson IN. 2015-current.

Market research project to determine economic realities of pastors in the Church of God. Study supported through the Economic Challenges initiative of Lilly Endowment, May 2015.

Provided planning and workshop leaders to Indiana Wesleyan University Office of Student Development, September 2014.

Conducted constituency study for the Anderson University School of Theology, with funding from Lilly Endowment, Inc. Two-phase study as part of the “financial challenges” initiative of Lilly Endowment, Inc. First study involved on-line survey and interviews with pastors in the Church of God movement. The second phase included on-line survey and interviews to find ways to reduce the financial burden of students in seminary, 2013-2014.

Provided marketing planning services to Eastern Nazarene College, Working with President’s Executive Staff, Quincy, MA, 2013-2014

Created a measurement scale for test congregational health as part of the Sustaining Relational Excellence program, funded by the Lilly Endowment for Church of God Ministries, 2012.

### Consulting with Advancement Associates (AAI):

\*Conducting annual constituency studies to inform planning and decision making for Mennonite Central Committee (MCC), 2016-ongoing.

\*Major study of constituency in the United States and Canada to inform strategic planning for Mennonite Central Committee (MCC), 2013.

\*Developed strategic plan for Camp Mennoscah, Wichita, Kansas, 2013-2014.

\*National study of higher education needs of constituency for the Church of God (Anderson), 2010.

\*Community needs analysis for master plan for Eastern Mennonite School, 2009.

\*Indiana-Michigan Conference of Mennonite Church USA: Research and grant proposal support for the Lilly Endowment Inc. “Economic Challenges” initiative, 2008.

\*Mennonite Manor (Retirement Community): Neuro-linguistic qualitative study to inform the positioning/program development strategy, 2008.

\*Scattergood Friends School: Market research study to support enrollment efforts, 2007.

\*Freeman Academy: Market research study to support enrollment efforts, 2006.

\*Mennonite Church USA-National study of members on giving patterns in support of the denomination, 2005.

### **Other Marketing Consulting**

Feasibility study to test new emphasis in reconciliation for the Doctor of Ministry program at the Anderson University School of theology. Summer 2012.

Feasibility study to test Master of Arts/Science in Physics/Chemistry at Anderson University, 2011. Ultimately led to the creation of an engineering program at Anderson University.

Provided grant writing services to Indiana Ministries of the Church of God to request funding for the “Economic Challenges Initiatives” from Lilly Endowment Inc. 2011.

Served as national program evaluator for the Church of God “Sustaining Pastoral Leadership” program funded by a Lilly Endowment grant. 2002-2011. Sustainability grant awarded by Lilly Endowment, Inc. for a continuation through 2011.

Conducted a feasibility study for the Anderson University School of Music to test the idea of a Community School of Music and Dance, 2009.

Supported Indiana Ministry of the Church of God through research and consulting serves as part of team to prepare a grant proposal to Lilly Endowment, Inc. for the “Economic Challenges” initiative. 2008.

Conducted study for “Women of the Church of God” to inform strategic planning that led to a renaming and repositioning of the ministry. 2008.

Completed curriculum study for Church of God Ministry to inform strategic planning for Sunday School material publication and distribution. 2007.

Developed marketing plan for the Community Foundation of Delaware County/Muncie that led to significant increases in support for the foundation. 2007

Completed a situation analysis and market research plan to guide research for the consideration of a campus expansion program for Point Loma Nazarene University to the community of Temecula, CA. 2005-2006.

Designed instrument and conducted analysis of data for the “Let Your Call Speak” project for Pastors Institute. 2006.

Completed feasibility study for The Flagship Enterprise Center with the purpose of testing demand for educational programming in a new building (2005). Study led to the construction of the facility and the launch of the Residential MBA program at Anderson University.

Developed the integrated marketing/communication plan for Anderson University. 2005.

Internal consultant to the Department of Admissions, Anderson University. 1995-2008.

Designed and led the strategic planning process at the Park Place Church of God, Anderson, Indiana. October 2003-March 2004

Conducted market research study for Adriel Schools as part of a team from Advancement Associates, Inc. The research is designed to guide the corporate strategic planning process. Adriel is an Ohio based childcare network. 2003-2004.

Provide corporate sales training for AmeriCare Communities, a large group of assisted living complexes in Indiana, Ohio, Michigan and Florida. 2003.

Program evaluator for the Mennonite Brethren Church Seminary in support of “The Calling Project,” a Lilly Endowment supported program designed to encourage consideration of ministry among young people in the Church. 2002.

Completed feasibility study for the Anderson School of Theology testing the idea of a partnership to deliver graduate theological education with Warner Southern College in Lake Wales, Florida. 2002.

Conducted research on vocational planning and pastoral development in the Mennonite Church. The report is entitled the *Samuel Project*. Served in the process of strategy development. Two phases of research were conducted. 1999-2002.

Served with a team of three persons to develop a strategic marketing plan for the Naval Supply System of the United States Navy, 2000-2001. Received commendation from the Department of Defense.

Conducted a national study of Sunday School curriculum needs for Concordia Publishing House, Lutheran Church-Missouri Synod. Findings are being used to develop curriculum for the Lutheran Church, 2000-2001

Marketing Bridge Consultant to the Protestant Church-owned Publishing Association. Evaluated research of congregational resource needs to assist publishers with marketing efforts. 1998-1999. Wrote the marketing bridge report and advised specific denominational publishers on marketing strategy.

Researcher and strategy consultant for the Mennonite Secondary Education Council. Conducted two major studies in support of the secondary high schools of the Church and coordinate the development of a marketing plan. 1998-2000.

Researcher and consultant to the Mennonite Board of Education. Conducted two major studies in support of higher education and serve on the Gideon Educational Projects Committee (group responsible for the implementation of strategies to build “church related colleges and college related churches.”). 1995-2002.

## **PRIOR SERVICE:**

1992-1997: **Founding Director, Anderson University Master of Business Administration Program**

\*Built the program from 21 students at one site to over 150 students located at three sites in Central Indiana.

\*Founded the Corporate Partners MBA program in Indianapolis. Corporate partners are Delta Faucet, Indianapolis Life, American United Life, Citizens Gas, Indianapolis Power and Light, Union Federal Saving Bank and Defense Finance Organization.

\*Led Anderson University to national accreditation of the MBA program with the Accreditation Council for Business Schools and Programs (ACBSP)

1990-1996: Associate Professor of Marketing, Anderson University

1984-1990: Assistant Professor of Business, Olivet Nazarene University

1978-1984: Retail Management experience with Jewel Food Stores (Bourbonnais, IL) and McCartney Food (Tulsa, OK)

## **EDUCATION:**

**Graduate Certificate in eMarketing**, University of Virginia  
Courses completed in eMarketing, Database Marketing, Social Media Marketing, Customer Relationship Marketing and Project Management.

Completed in August, 2013.

Ph. D. Higher Education with a focus in enrollment management, minors in strategic planning and group dynamics, Loyola University of Chicago, 1989.

Dissertation: Congregational Enrollment Support for the Denominational Institution of Higher Education: A Local-Cosmopolitan Analysis.

M. B. A. Oral Roberts University, Tulsa, Oklahoma, 1984.  
Master of Business Administration  
Top Student and Top Marketing Student awards

B. S. Olivet Nazarene University, Kankakee, Illinois, 1981.  
Major in Management and Marketing

Assessed as Doctorate Qualified in Marketing by ACBSP in 1993, 2003 and 2013

Twenty-seven graduate hours in Marketing

Twenty-one graduate hours in Management and passed written doctoral comprehensive exam in Strategic Planning

#### **BOOKS PUBLISHED:**

*Work That Matters: Bridging the Divide Between Work and Worship*, Aldersgate Press.  
Book co-authored with Dr. Kevin Brown. 2013.

*Deciphering Institutional Distinctiveness*, with Barbara Townsend and Jack Newell,  
ERIC Clearinghouse on Higher Education/Association for the Study of Higher  
Education, Fall 1993.

#### **SELECTED PUBLICATIONS:**

“An Updated Look at the Factors Contributing to the Final Selling Price of Auctioned Gift Cards” By Emmett Dulaney and Michael Wiese. Journal of Internet Commerce, to be published in 2017.

Published a five part on-line article in Seedbed in their series “Faith and Work” with Dr. Kevin Brown, Asbury University, 2016.

<http://www.seedbed.com/what-happens-when-we-prioritize-work-then-worship/>

<http://www.seedbed.com/work-and-worship-are-not-two-different-things/>

<http://www.seedbed.com/what-can-boxing-teach-us-about-work/>

“Is it Ethical for the U.S. Government to Offer Financial Awards to Potential Whistleblowers of Financial Statement Fraud and Internal Control Violations?” Jamie Seize, Jill Oeding and Michael Wiese, Journal of Theoretical Accounting Research, Spring 2015, page 68-90.

"Work as Worship," Brown, Kevin and Michael D. Wiese, Christian Business Review, August 2014, pages 24-30.

"The Marketing Oriented Innovator's Dilemma" with Dr. Staci Lugar Brettin, Business Journal for Entrepreneurs, Volume 2011, Issue 4.

"Factors Contributing to Final Selling Price of Auctioned home Depot Gift Cards on Ebay" with Dr. Emmett Dulaney. Journal of Internet Commerce, August 2011.

"Understanding Satisfied and Affectively Committed Clients' Lack of Referral Intent" in Services Marketing Quarterly. Co-authored with David J. Hagenbuch, Jennifer J. Dose and Michael L. Bruce. Volume 29 (3), 2008.

Strengthening the Relationship-Lending Model "The Ohio Community Banker. Co-authored with Peter Suter. June 2007.

"Distinctiveness in the Christian Business Department: Salt and Light Paradigm Revisited, with Ken Armstrong and Todd Erickson. "Christian Business Academy Review, Volume 1 (1), Spring 2006.

"The Impact of Encouragement in the Development of Professionals for the Non-Profit Service Sector," Services Marketing Quarterly. Volume 25 (3), 2004.

"Working Together: Research driven cooperative strategy for sister colleges," College and University. Co-authored with Mr. Richard Gerig. Volume 76, Number 4, Spring 2001.

"Cultural Orientation as a Predisposing Force in College Choice: A Replication, "Review of Higher Education, Volume 24, Number 4. Summer, 2001.

"College Choice in the Denominational College: Cultural Orientation and Student Decisions," Research on Christian Higher Education," Volume 7, Fall, 2000.

## **REVIEW WORK:**

Paper reviewer for the Christian Business Faculty Association conference proceedings, 2016.

Manuscript reviewer for Aldersgate Press on the book entitled *Honorable Influence: A Christian Guide for Faithful Marketing*, by Dr. David Hagenbuch, Messiah College. Book published is July 2016.



## **RECENT PRESENTATIONS:**

Church of God Pastoral Economic Challenges Research Symposium. Selected by Lilly Endowment to present findings, April 2017, Indianapolis, IN.

A Call to Worship: Preparing our Students for Ministry in the Workplace, Christian Business Faculty Association, Charleston, SC. October 2016.

CEO Forum, Applied Research Symposium at the Christian Leadership Alliance Outcomes Conference in Dallas, TX, April 2015

“Future Lost...Future Found: Using Mixed Method Research to Discover Ways to Engage Young People in a Faith-based Aid and Development Organization,” Poster presentation with Mr. Jordan Poortenga, Christian Business Faculty Association conference, Nashville, TN, October 2014.

“True colors or chameleon? Materialism and Purchase of Christian Products among Students at Christian Colleges: Implications for Business Educators” with Dr. Scott Powell, Christian Business Association conference October 2013.

## **DISSERTATION CHAIR SERVING DOCTORATE STUDENTS IN MARKETING at Anderson University:**

“Cause-related Marketing (CRM): Privately versus Publicly Consumed Products,” by Kimberly Hadley, John Brown University (2016).

“Identifying Lost Market Potential through Segmentation of the Traditional Undergraduate Student Market,” by Michael Ritter, Greenville College (2015).

“Ethical Decision Making by Future Salespeople: When Resolving Sales Dilemmas, Do Students in Sales Schools Apply Ethical Philosophies Differently from Students in other Business Majors,” by Jeff Bowe, Catawaba College (2015).

“The Market Oriented Innovator’s Dilemma” by Staci Lugar Brettin, Indiana Technical University (2011).

“The Influence of Product Placement on Pre-Teen Decision-Making” by Deborah Toomey, Northwest Missouri State (2011).

“True Colors or Chameleons? Materialism, Well-being, Religious Orientation and the Purchase of Christian Products” by Scott Powell, Gordon College (2010).

“Factors Contributing to the Final Selling Price of Auctioned Home Depot Gift Cards on Ebay” by Emmett Dulaney, Anderson University (2009).

“A Quantitative Study of the Collection of Soft Information by Small Community Banks: Building Sustainable Competitive Advantage” by J. Peter Suter, Bluffton College (2007).

“The Impact of Adaptive Initiatives on School Mission at Christian Colleges and Universities” by Todd H. Erickson, William Jessup University (2007).

“The Influence of Behavioral Beliefs on Satisfied and Affectively Committed Client’s Referral Intentions” by David J. Hagenbuch, Messiah College (2006).

“A Quantitative Study of Image Congruence Theory as a Predictor of College Preference” by Laura Falco, Roberts Wesleyan University (2006).

### **MEMBERSHIPS:**

American Marketing Association, 1990-2016

Christian Business Faculty Association, 1984-2016

Accreditation Council for Business Schools and Programs: Served on four evaluation teams since 1995

### **STRENGTHSFINDER PROFILE**

Futuristic, Positive, Connector, Belief, WOO