

# Craig A. Atwater, PhD

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## Associate Professor Teach/Instruction, FSB:Marketing & Supply Chain Management

### Address

Marketing & Supply Chain Management  
Fox School of Business, Temple University  
522 Alter Hall, 1801 Liacouras Walk  
Philadelphia, Pennsylvania 19122

### Overview

Dr. Craig Atwater is a member of the faculty of the Department of Marketing & Supply Chain Management at the Fox School of Business. Dr. Atwater is also senior faculty advisor to Temple University's American Marketing Association (TU AMA) collegiate chapter, an award-winning student professional organization. TU AMA was named one of two "Top International Chapters" in 2019, placing it at the pinnacle of collegiate organizations from among more than 300 collegiate chapter entrants.

After earning his MBA from the Wharton School at the University of Pennsylvania, Craig began a career in business that spanned more than 25 years, working for several IT and financial services companies in the Philadelphia area. During this time, he held a variety of marketing positions in sales, product management, and marketing research, as well as senior management.

In 2002, Craig followed his long-time passion and returned to academia to complete his doctorate in Business Administration (Marketing) at Temple University's Fox School of Business. While in the program – and upon his graduation – Craig focused upon two domains that he considered equally interesting: Research, especially as related to services marketing and business-to-business marketing strategy, the fields in which I previously worked; and Teaching, particularly at the undergraduate level.

Craig was appointed a full-time faculty member at Fox in 2007, where he teaches undergraduate courses in marketing. He is Core Course Coordinator for MKTG 2101 (Marketing Management), the "principles of marketing" course required of every BBA student. In addition, he continues to search for better teaching methods and techniques that will improve the learning outcomes of students, especially when dealing with the very large classes he teaches.

In 2016, Craig was appointed to the Collegiate Chapters Council of the American Marketing Association (AMA). This 12-member group coordinates the world-wide activities of AMA at the college level, especially the annual International Collegiate Conference. Craig's primary responsibility is directing the annual case study competition which attracts nearly 100 collegiate chapters to work on a real-world problem and sponsored by a major U.S. company.

In early 2018, the AMA elected him to a 1-year term as President of the Collegiate Chapters Council beginning in July, 2019.

### Experience

#### Academic Appointments

Associate Professor, MSCM, Fox School of Business, Temple University	2018-present
Assistant Professor, Fox School of Business, Temple University, Philadelphia	2014-2018
Instructor, Fox School of Business, Temple University, Philadelphia	2003-2014

### Education

#### Degrees

PhD Business Administration / Marketing, Temple University, Philadelphia. Thesis: "Surviving surprise: How firms were affected by---and responded to---unexpected, disruptive, discontinuous change in the marketing environment"

MBA Management, University of Pennsylvania

Bachelor of Landscape Architecture State University of New York, College of Environmental Science & Forestry

BS Environmental Studies, State University of New York, College of Environmental Science & Forestry

## Memberships

Fox School Budget Review Committee	2015-present
Online BBA (OBBA) MKTG 2101	2014-2016
Fox BBA Core Course Coordinator – MKTG 2101	2010-2020

## Distinctions

Fox School of Business Crystal Apple Award	2013
Hugh G. Wales Award for Outstanding Faculty Advisor, AMA Annual International Collegiate Conference	2013
Dean's Teaching Fellow, Center for Innovative Teaching & Learning (CITL)	2011

## Teaching Activity

### Course taught

Marketing Management, course code: MKTG 2101	2021
Marketing Management, course code: MKTG 2101	2021
Marketing Management, course code: MKTG 2101	2020
Marketing Management, course code: MKTG 2101	2020
Marketing Management, course code: MKTG 2101	2020
Marketing Management, course code: MKTG 2101	2019
Marketing Management, course code: MKTG 2101	2019
Independent Study, course code: MKTG 3582	2019
Marketing Management, course code: MKTG 2101	2019
Marketing Management, course code: MKTG 2101	2019
Marketing Management, course code: MKTG 2101	2019
Marketing Management, course code: MKTG 2101	2018
Marketing Management, course code: MKTG 2101	2018
Independent Study, course code: MKTG 3582	2018
Marketing Management, course code: MKTG 2101	2018
Marketing Management, course code: MKTG 2101	2018
Marketing Management, course code: MKTG 2101	2018
Marketing Management, course code: MKTG 2101	2018
Marketing Management, course code: MKTG 2101	2018
Marketing Management, course code: MKTG 2101	2018
Marketing Management, course code: MKTG 2101	2017
Marketing Management, course code: MKTG 2101	2017
Independent Study, course code: MKTG 3582	2017
Marketing Management, course code: MKTG 2101	2017
Marketing Management, course code: MKTG 2101	2017
Independent Study, course code: MKTG 3582	2017
Marketing Management, course code: MKTG 2101	2017
Marketing Management, course code: MKTG 2101	2017
Marketing Management, course code: MKTG 2101	2017
Marketing Management, course code: MKTG 2101	2017
Marketing Management, course code: MKTG 2101	2017

Marketing Management, course code: MKTG 2101	2017
Marketing Independent Study, course code: MKTG 3582	2016
Marketing Management, course code: MKTG 2101	2016
Marketing Management, course code: MKTG 2101	2016
Marketing Management, course code: MKTG 2101	2016
Marketing Management, course code: MKTG 2101	2016
Marketing Management, course code: MKTG 2101	2016
Marketing Management, course code: MKTG 2101	2016
Marketing Management, course code: MKTG 2101	2016
Independent Study, course code: BA 3582	2016
Marketing Management, course code: MKTG 2101	2016
Marketing Management, course code: MKTG 2101	2016
Marketing Management, course code: MKTG 2101	2016
Marketing Management, course code: MKTG 2101	2015
Marketing Management, course code: MKTG 2101	2015
Special Topics - Business Administration, course code: BA 3580	2015
Marketing Management, course code: MKTG 2101	2015
Marketing Management, course code: MKTG 2101	2015
Marketing Management, course code: MKTG 2101	2015
Marketing Management, course code: MKTG 2101	2015
Marketing Management, course code: MKTG 2101	2014
Marketing Management, course code: MKTG 2101	2014
Marketing Management, course code: MKTG 2101	2014

### **Mentoring and advising**

Marketing, AMA International Collegiate Case Study (2020-21): PODS (Finalist)	2020-2021
Marketing, AMA International Collegiate Case Study (2019-20): Cotton Inc. (Finalist)	2019-2020
Marketing, AMA International Collegiate Case Study (2018-19): Wall Street Journal (Finalist)	2018-2019
Marketing, AMA International Collegiate Case Study (2017-18): Mary Kay (Semi-finalist)	2017-2018
Marketing, AMA International Collegiate Case Study (2016-17): eBay (Finalist)	2016-2017
Marketing, AMA International Collegiate Case Study (2015-16): Hershey Ice Breakers (Finalist – Winner)	2015-2016
Marketing, AMA International Collegiate Case Study (2014-15): vitaminwater (Honorable mention)	2014-2015
Marketing, AMA International Collegiate Case Study (2013-14): Hershey Take 5 (Finalist)	2013-2014
TU American Marketing Association	2011-present

### **Academic Assignments**

MKTG 2101 (Marketing Management) Core Course Coordinator	2011-2020
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### **Professional Activity**

#### **Board Membership**

American Marketing Association Collegiate Chapters Council, President	2019-2020
American Marketing Association Collegiate Chapters Council, President-elect	2018-2019

American Marketing Association Collegiate Chapters Council 2016-2020

### Conference reviewing / refereeing

Reviewer for American Marketing Association (AMA) International Collegiate Conference, New Orleans, Louisiana 2011-2016

### Event participation

Annual AMA International Collegiate Conference 2012-2020

Workshop, "Fox Teaching Academy" CITL 2015

Attend research seminars sponsored by Marketing and other departments in FSB. Intent is to improve knowledge of latest research and perhaps stimulate ideas for own research 2007-present

### Offices held

President -- American Marketing Association / Collegiate Chapters Council 2019-2020

President-Elect -- American Marketing Association / Collegiate Chapters Council 2018-2019

Co-Chair of American Marketing Association / Collegiate Chapters Council 2016-2020

### Service

CASBM Budget Review Committee 2016-present

MSCM Technology Initiatives

### Publications

Atwater, C., Blau, G., Hill, T., Halbert, T., Snell, C., Kershner, R., & Zuckerman, M. (2017). Correlates of graduating with a full-time Job versus a full-time job consistent with major. *College Student Journal: a journal pertaining to college students*, 50(3), 355-360.

Blau, G., Hill, T. L., Snell, C., Atwater, C., Halbert, T., & Zuckerman, M. M. (2016). Testing the relationship of gender and business major to professional development behaviors and expected employment. *Journal of Education for Business*, 91(5), 274-279. doi:[10.1080/08832323.2016.1188756](https://doi.org/10.1080/08832323.2016.1188756)

Blau, G., Halbert, T., Atwater, C., Kershner, R., & Zuckerman, M. M. (2016). Correlates of student bachelor of business administration satisfaction and school reputation influencing perceived market value. *Journal of Education for Business*, 91(4), 179-184. doi:[10.1080/08832323.2016.1145625](https://doi.org/10.1080/08832323.2016.1145625)

Atwater, C., Gopalan, R., Lancioni, R., & Hunt, J. (2014). Measuring supply chain risk: Predicting motor carriers' ability to withstand disruptive environmental change using conjoint analysis. *Transportation Research Part C: Emerging Technologies*, 48, 360-378. doi:[10.1016/j.trc.2014.09.009](https://doi.org/10.1016/j.trc.2014.09.009)

Atwater, C. (2014). Assessing Value Added in Principles of Marketing: An Initial Inquiry.

Atwater, C. (2011). Technology Use in Marketing Courses. In *AMA*.

Atwater, C., Gopalan, R., Lancioni, R., & Hunt, J. (2010). TO CHANGE OR NOT TO CHANGE: HOW MOTOR CARRIERS RESPONDED FOLLOWING 9/11. *JOURNAL OF BUSINESS LOGISTICS*, 31(2), 129-155. doi:[10.1002/j.2158-1592.2010.tb00145.x](https://doi.org/10.1002/j.2158-1592.2010.tb00145.x)

SOCIAL ISSUES IN MANAGEMENT Conference Paper Abstracts. (2003). In *Academy of Management Proceedings* Vol. 2003 (pp. 1-26). Academy of Management. doi:[10.5465/ambpp.2003.13792276](https://doi.org/10.5465/ambpp.2003.13792276)