

**CURRICULUM VITAE FOR  
Barbara J. Phillips**

**Rawlco Editor**

*Journal of Current Issues and Research in Advertising*

**Professor of Marketing**

Department of Management and Marketing  
Edwards School of Business  
University of Saskatchewan

25 Campus Drive  
Saskatoon, SK Canada  
S7N 5A7

(306) 966-8440  
bphillips@edwards.usask.ca

**ACADEMIC CREDENTIALS:**

Doctor of Philosophy, The University of Texas at Austin, 1996, Advertising  
Master of Arts, The University of Texas at Austin, 1993, Advertising  
Bachelor of Commerce (Honours), The University of Manitoba, 1988, Marketing

**APPOINTMENTS AND PROMOTIONS (University of Saskatchewan):**

Full Professor	- July 1, 2004
Awarded tenure	- July 1, 1999
Associate Professor	- July 1, 1997
Assistant Professor	- July 1, 1996

**PUBLICATIONS:**

**INVITED PUBLICATIONS:**

Phillips, Barbara J. (2018), "Playing with Marketing Rhetoric," *Journal of Marketing Management*, 34 (15/16), 1362-1366. [Part of "Marketing (as) Rhetoric: Paradigms, Provocations, and Perspectives" series]

Phillips, Barbara J. (2015), "Introduction to the Virtual Special Issue on Visual Rhetoric in Advertising," *Journal of Advertising*, May.

## REFERREED JOURNAL ARTICLES:

- Phillips, Barbara J., Jennifer R. Sedgewick, and Adam D. Slobodzian (2019), "Spokes-Characters in Print Advertising: An Update and Extension," *Journal of Current Issues and Research in Advertising*, 40 (2), 214-228.
- Phillips, Barbara J. and Dionne Pohler (2018), "Images of Union Renewal: A Content Analysis of Union Print Advertising," *Canadian Journal of Administrative Sciences*, 35, 592-604.
- Hess, Brooklyn and Barbara J. Phillips (2018), "Exploring Advertising Equity in Fashion Advertising," *Journal of Current Issues and Research in Advertising*, 39 (2), 192-205.
- Phillips, Barbara J. (2017), "Consumer Imagination in Marketing: A Theoretical Framework," *European Journal of Marketing*, 51 (11/12), 2138-55.
- Phillips, Barbara J. (2016), "The Scrapbook as an Autobiographical Memory Tool," *Marketing Theory*, 16 (3), 325-346.
- Barry, Ben and Barbara J. Phillips (2016), "The Fashion Engagement Grid: Understanding Men's Responses to Fashion Advertising," *International Journal of Advertising*, 35 (3), 438-464.
- Barry, Ben and Barbara J. Phillips (2016), "Destabilizing the Gaze towards Male Fashion Models: Expanding Men's Gender and Sexuality Identities," *Critical Studies in Men's Fashion*, 3 (1), 17-35.
- Phillips, Barbara J., Jessica Miller, and Edward F. McQuarrie (2014), "Dreaming Out Loud on Pinterest: New Forms of Indirect Persuasion," *International Journal of Advertising*, 33 (4), 633-655.
- Phillips, Barbara J., Edward F. McQuarrie, and W. Glenn Griffin (2014), "The Face of the Brand: How Art Directors Understand Visual Brand Identity," *Journal of Advertising*, 43 (4), 318-332.
- Popa, Monica, Barbara J. Phillips, and Courtney Robertson (2014), "Positive Outcomes of Social Norm Transgressions," *Journal of Consumer Behaviour*, 13, 351-363.
- Phillips, Barbara J., Edward F. McQuarrie, and W. Glenn Griffin (2014), "How Visual Brand Identity Shapes Consumer Response," *Psychology & Marketing*, 31 (3), 225-236.

- McQuarrie, Edward F., Jessica Miller, and Barbara J. Phillips (2013), "The Megaphone Effect: Taste and Audience in Fashion Blogging," *Journal of Consumer Research*, 40 (1), 136-158.
- Phillips, Barbara J. and Trina Segó (2011), "The Role of Identity in Disposal: Lessons from Mothers' Disposal of Children's Possessions," *Marketing Theory*, 11 (4), 435-454.
- Phillips, Barbara J. and Edward F. McQuarrie (2011), "Contesting the Social Impact of Marketing: A Re-Characterization of Women's Fashion Advertising," *Marketing Theory*, 11 (2), 99-126.
- Delbaere, Marjorie, Edward F. McQuarrie, and Barbara J. Phillips (2011), "Personification in Advertising: Using a Visual Metaphor to Trigger Anthropomorphism," *Journal of Advertising*, 40 (1), 119-129.
- Phillips, Barbara J. and Edward F. McQuarrie (2010), "Narrative and Persuasion in Fashion Advertising," *Journal of Consumer Research*, 37 (October), 368-92.
- Phillips, Barbara J. and Edward F. McQuarrie (2009), "Impact of Advertising Metaphor on Consumer Beliefs: Delineating the Contribution of Comparison versus Deviation Factors," *Journal of Advertising*, 38 (1), 49-61.
- McQuarrie, Edward F. and Barbara J. Phillips (2008), "It's Not Your Father's Magazine Ad: Magnitude and Direction of Recent Changes in Advertising Style," *Journal of Advertising*, 37 (3), 95-106.
- Phillips, Barbara J. and Fred Phillips (2007), "Sink or Skim: Textbook Reading Behaviors of Introductory Accounting Students," *Issues in Accounting Education*, 22 (1), 21-44.
- McQuarrie, Edward F. and Barbara J. Phillips (2005), "Indirect Persuasion in Advertising: How Consumers Process Metaphors Presented in Pictures and Words," *Journal of Advertising*, 34 (2), 7-21
- Phillips, Barbara J. and Wei-Na Lee, (2005), "Interactive Animation: Exploring Spokes-Characters on the Internet," *Journal of Current Issues and Research in Advertising*, 27 (1), 1-17.
- Phillips, Barbara J. (2005), "Working Out: Consumers and the Culture of Exercise," *Journal of Popular Culture*, 38 (3), 525-551.
- Phillips, Barbara J. and Edward F. McQuarrie (2004), "Beyond Visual Metaphor: A New Typology of Visual Rhetoric in Advertising," *Marketing Theory*, 4 (1/2), 111-134.

- Phillips, Barbara J. and Edward F. McQuarrie (2002), "The Development, Change, and Transformation of Rhetorical Style in Magazine Advertisements 1954-1999," *Journal of Advertising*, 31 (4), 1-13.  
Reprinted in *Advertising & Society Review*, 6 (4), 2006.
- Phillips, Barbara J. (2000), "The Impact of Verbal Anchoring on Consumer Response to Image Ads," *Journal of Advertising*, 29 (1), 15-24.
- Phillips, Barbara J. and Barbara Gyoerick (1999), "The Cow, the Cook, and the Quaker: Fifty Years of Spokes-Character Advertising," *Journalism and Mass Communication Quarterly*, 76 (4), 713-728.
- Phillips, Barbara J. (1997), "Thinking Into It: Consumer Interpretation of Complex Advertising Images," *Journal of Advertising*, 26 (2), 77-87.  
Reprinted in Margaret Hogg's *Consumer Behavior II*, Sage Publications, 2005.
- Phillips, Barbara J. (1997), "In Defense of Advertising: A Social Perspective," *Journal of Business Ethics*, 16 (2), 109-118.  
Reprinted in Turkish translation, 2007.
- Callcott, Margaret and Barbara J. Phillips (1996), "Elves Make Good Cookies: Creating Likable Spokes-Character Advertising," *Journal of Advertising Research*, 36 (5), 73-79.
- Phillips, Barbara J. (1996), "Defining Trade Characters and Their Role in American Popular Culture," *Journal of Popular Culture*, 29 (4), 143-158.  
Reprinted in Ray B. Brown's *Profiles of Popular Culture: A Reader*, University of Wisconsin Press, 2004.

#### BOOKS AND BOOK CHAPTERS (Last 10 years):

- McQuarrie, Edward F. and Barbara J. Phillips (2018), "A Rhetorical Theory of the Advertisement," in Shelly Rodgers and Esther Thorson's *Advertising Theory*, Second edition. New York, NY: Routledge, 227-240.
- McQuarrie, Edward F. and Barbara J. Phillips (2016), *Visual Branding: A Rhetorical and Historical Analysis*, Northampton, MA: Edward Elgar Publishing.
- McQuarrie, Edward F. and Barbara J. Phillips (2016), "How Digital Media Have Influenced the Visual Element in Advertising," in Paul Messaris and Lee Humphreys' *Digital Media: Transformations in Human Communication*, New York, NY: Peter Lang.
- Phillips, Barbara J. (2014), "Spokes-characters: Assurance, Insurance, and Advice for Marketers" in Stephen Brown and Sharon Ponsonby-McCabe's *Brand Mascots and Other Marketing Animals*, Oxford, UK: Routledge, 165-174.

Barbara J. Phillips and Edward F. McQuarrie (2012), "Visual Rhetoric," in Hong Cheng's *The Handbook of International Advertising Research*, Wiley-Blackwell.

#### CONFERENCE PRESENTATIONS (Last 5 years):

Death in Advertising: The Last Taboo? American Academy of Advertising 2019 Conference, March, Dallas, USA. (Co-presenter with Jane Caulfield).

Everything You've Always Wanted to Know About All Aspects of the Academic Publication Process, But Never Asked, American Academy of Advertising 2016 Pre-Conference, March, Seattle, USA.

The Scrapbook as an Autobiographical Memory Tool, Association for Consumer Research 2014 Conference, Baltimore, USA.

Tertium Quid: Explorations in Visual Brand Identity, William A. Kern Speaker Series, 2014, Rochester Institute of Technology, USA.

#### WORK IN PROGRESS:

Jane Caulfield, Michelle Day, and Barbara Phillips (2019), "The Last Taboo: Death in Advertising," Under review.

Barbara Phillips (2019), "Exploring Age Stigma in Women's Portrayals in Advertising," In process.

#### RESEARCH GRANTS:

Social Sciences and Humanities Research Council Grant – 2011 to 2014 (\$55,493)

Social Sciences and Humanities Research Council Grant – 2007 to 2010 (\$69,859)

Social Sciences and Humanities Research Council Grant – 2002 to 2005 (\$55,656)

#### HONOURS:

##### RESEARCH:

Rawlco Scholar - July 1, 2007 to June 30, 2018

*International Journal of Advertising* Best Reviewer Award - 2017

*Journal of Current Issues and Research in Advertising* Reviewer Award - 2017

*Canadian Journal of Administrative Sciences* Outstanding Reviewer Award – 2010

*Journal of Advertising* Reviewer of the Year – 2009, 2002, 2000

*Journal of Advertising* Best Article Award – 2005, 2002

S. Watson and Elizabeth S. Dunn Award for Excellence in Advertising Research - 2004

The American Academy of Advertising Doctoral Dissertation Proposal Award - 1995

**TEACHING:**

USSU Teaching Excellence Award – 2017, 1997

Master Teacher Award at the University of Saskatchewan - 2012

Provost's Award for Outstanding Teaching in the Edwards School of Business - 2010

College of Commerce Most Effective Professor Award - 2002 and 2004

**TEACHING EXPERIENCE:** University of Saskatchewan

	<u>Number of Students Given a Final Grade</u>
<u>1996-2019</u>	
COMM 204 – Introduction to Marketing (nine sections)	905
COMM 354 – Consumer Behaviour (four sections)	165
COMM 450 – Advanced Advertising Topics (one section)	25
COMM 451 – Integrated Marketing Communications (21 sections)	727
COMM 457 – Marketing and Popular Culture (fourteen sections)	326
COMM 458 – Branding (eleven sections)	274
MBA 898 – Marketing Communications (one section)	21
MKT 801 – Designing Marketing Research (four sections)	17
MKT 857 – Marketing and Popular Culture (one section)	3

Instructor for the University of Saskatchewan's Executive Development Program,  
1998, 2000, 2005

**UNDERGRADUATE HONOURS THESES:**

1997 to 2014 – Supervisor for 15 students

Mark Nisbet, B. Comm. "Copycatting in Advertising: The Effects of Brand Leader Presence and Similarity." 2015. (Supervisor).

Brooklyn Hess, B. Comm. "Ad Equity in Fashion Advertising." 2016. (Supervisor).

Lauren Greve, B. Comm. "The Persuasiveness of Mental Simulation versus Narrative Transportation in Eliciting Imagination Responses from Consumers." 2017. (Supervisor).

Michelle Day, B. Comm. "Death in Advertising: The Last Taboo?" 2018. (Supervisor).

Philip (Max) Wallis, B. Comm. "Exploring Politeness Strategies in Charity Advertising." 2019. (Supervisor).

## GRADUATE THESES:

2000-2017 – Committee member for 8 students; external examiner for 2 students.

Lincoln Lu, M.Sc. Marketing. “Men’s Fashion in Political Advertising.” 2018.  
(Supervisor).

Stephanie Pankiw, M.Sc. Marketing. “Understanding Consumer Responses to  
Corporate Social Responsibility Advertising Messages.” 2019. (Supervisor).

Brittany Michael, M.Sc. Marketing. “Social Media Influencers: A Route to Brand  
Engagement for Their Followers.” 2019 (Co-supervisor).

## PROFESSIONAL PRACTICE:

Editorial Review Board, *Journal of Advertising* 2000-2019.

Editorial Review Board, *Journal of Interactive Advertising* 2006-2019.

Editorial Review Board, *International Journal of Advertising* 2009-2019.

Editorial Review Board, *Journal of Current Issues and Research in Advertising*  
2001-2010; 2012-8. Editor-in-Chief 2019.

Ad hoc reviewer, American Academy of Advertising Conference 1997-2019.

Ad hoc reviewer. *Canadian Journal of Administrative Sciences* 2010-11, 2015-18.

Ad hoc reviewer, *Marketing Theory* 2003, 2005, 2006, 2013, 2015-2017.

Ad hoc reviewer, *Journal of Consumer Research* 2014-19.

Ad hoc reviewer, *Advances in Consumer Research* 1997-2015.

Ad hoc reviewer, MITACS Accelerate Grant 2016.

Ad hoc reviewer, SSHRC Grant 2004-2006, 2008, 2012, 2013.

Ad hoc reviewer, NSERC Grant 2010.

American Academy of Advertising invited newsletter articles:

“My Life in Pictures: Ten Years of Studying Complex Advertising Images,”  
December, 2007, 4-5.

“I Regret to Inform You That Your Paper Stinks: A Guide for New Reviewers,”  
June, 2001, 2.

Association for Consumer Research Web site invited article:

“Straight Up: Why Advertisers Use Metaphor Instead of Making  
Straightforward Claims,” 2006.

American Academy of Advertising Strategic Planning Committee – 2016-7

American Academy of Advertising Publications Committee – 2006-8; Chair 2008

External assessor for Marketing tenure case:

New Mexico State University 2006, University of Texas at Arlington 2007.

External assessor for Marketing tenure and promotion case:

University of Lethbridge 2007, Bryant College 2011.

External assessor for Advertising tenure and promotion case:

Texas Christian University 2014, University of Florida 2017.

External assessor for Marketing promotion to full case:

University of Regina 2012, Dalhousie University 2015, Bryant University 2016,  
Stockholm School of Economics 2016; Emerson College 2018.

## **DEPARTMENT AND COLLEGE COMMITTEES:**

College Review Committee (tenure, promotion & merit) 2003-2004, 2007-2013, 2016-19.

Branding Project Committee (chair) 2016-17.

Research Strategy Advisory Group 2017.

PCS Scholar Selection Committee 2016.

Curriculum Review Committee 2014-16.

Grandey Scholar Committee 2012.

Research Pool Director 2008-2010.

Integrated Curriculum Review Committee 2004-2005.

Teaching Effectiveness Committee 1997-2006.

## **UNIVERSITY COMMITTEES:**

Promotion Appeals Committee of Council 2014-19.

Master Teacher Selection Committee 2012-17.

Dean's Review Committee 2014-15.

Institutional Promise Advisory Committee 2012.

Presidential Advisory Committee on Positioning the University 2009-2011.

Commitment to Student Diversity, Working Group 2008-2011.

College of Commerce Dean's Search Committee 2005.

Golden Key Honour Society Advisor 2003-2005.