Colleen E. McClure

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| Eli Broad College of Business  Michigan State University  632 Bogue St., Room N470  East Lansing, MI 48823 | Office: (517) 432-6472  Mobile: (248) 444-4867  mcclur63@msu.edu |

# Education

Michigan State University

**PhD in Marketing Strategy Expected May 2023**

Saginaw Valley State University

**BBA in Management**

**BBA in Marketing**

# Research Interests

Product Involvement, Retail, Sales, Customer Experience

# Work Experience

Target- Lansing, MI

**Executive Team Leader- Logistics July 2017- July 2018**

* Oversee operational and logistical processes.
* Drive sales and exceptional guest service.
* Promote efficient operations to impact shortage and profitability.

Target- Novi, MI

**Executive Team Leader- Salesfloor and Guest Experience June 2015-July 2017**

* Drive sales and exceptional guest service.
* Oversee planogram sets and merchandising
* Develop and train team leaders and executive team leaders.

# Select Working Papers

McClure, Colleen, Justin Lawrence, Todd Arnold, Lisa Scheer, Douglas E. Hughes, *Title Withheld at Co-Authors Request*

Status: In-progress

Target: *Journal of the Academy of Marketing Science*

# Graduate Coursework

**Marketing Core**

Seminar in Marketing Theory

Instructor: Dr. Ahmet Kirca

Pro-Seminar in Marketing

Instructor: Dr. Tomas Hult

**Methodology**

Seminar in Advanced Organizational Research Methods

Instructor: Dr. Brent Scott

Research Design in Marketing

Instructor: Dr. Tomas Hult

Introduction to Econometric Methods

Instructor: Akansha Negi

Advanced Econometric Methods

Instructor: Dr. Tim Vogelsang

# Service and Professional Development

Judge- All MSU Sales Competition February 2019

# Teaching Experience

***Eli Broad College of Business, Michigan State University 2018-Present***

**Doctoral Candidate/Instructor**

* Served as teaching assistant for Quantitative Business Research Methods