

**Tracy Anna (Rickman) Cosenza**

**Asst. Professor of Teaching, Marketing and Supply Chain Management**

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Office Location: 319 Fogelman College of Business & Economics

## Education

- PhD Consumer and Design Sciences - Auburn University - 2010
  - Concentration: Brand Marketing / Online Consumer Behavior
  - Dissertation Title: Credibility in the Blogosphere: A Study of Measurement and Influence of Wine Blogs as an Information Source
- Masters Business Administration - University of Memphis - 2005
- BSBA Marketing & Sales - Christian Brothers University - 2003

## Work Experience

- Assistant Professor of Teaching, Department of Marketing and Supply Chain Management - University of Memphis - Jan 2013 - present
- Director, Social Media Programs, Department of Marketing and Supply Chain Management - University of Memphis - Jan 2013 - present
- Consultant, Social Nudging - 2010 - present
- Instructor, Department of Consumer and Design Sciences - Auburn University - Aug 2005 - Dec 2006
- Research Assistant, Department of Consumer and Design Sciences - Auburn University - Jan 2006 - Dec 2006
- Marketing Intern, Memphis Arts Council, Jan 2003 - May 2003
- Event Planner / Community Service, Various - 1993 - 2001

## Honors/Awards

- MSCM Outstanding Teaching Award - University of Memphis/ MSCM Department - 2017
- Best Doctoral Paper - Direct Marketing Educational Foundation (now Mktg EDGE) - 2006
- Preparing Future Faculty Fellow - Auburn University - 2006
- Best Track Paper - International Applied Business Research Conference - 2004
- Certificate of Achievement for Excellence in Marketing - Christian Brothers University - 2003
- Phi Kappa Phi Honor Society - Auburn University - 2009
- Kappa Omicron Nu - Auburn University - 2008
- Beta Gamma Sigma - University of Memphis - 2005
- Alpha Chi - Christian Brothers University - 2002

## Teaching Experience

- Chair, Departmental Curriculum Redesign, 2018-19
- MKTG 3340 - Principles of Social Media Marketing - University of Memphis
- MKTG 4630 - Social Communication Strategy and Analytics - University of Memphis
- MKTG 4611 - Social Media Marketing Internship coursework - University of Memphis
- MKTG 7546 - Marketing in the Digital Environment
- MKTG 3010 - Principles of Marketing - University of Memphis
- CADS 2000 - Global Consumer Culture - Auburn University

## Service

- Internship Committee - Spring 2013-Spring 2023
- AMA-UofM student chapter advisor - Fall 2018-Spring 2023
- Undergraduate Curriculum Committee - Spring 2013-Spring 2023
- Scholarship Committee - Fall 2022-Spring 2023
- FCBE Health, Safety, & Wellness Committee - Fall 2022-Spring 2023

## Journal Articles

- Cosenza, T. A., Solomon, M. R., and Kwon, W. (2014). Credibility in the Blogosphere: A Study of Measurement and Influence of Wine Blogs as an Information Source. *Journal of Consumer Behaviour*, DOI: 10.1002/cb.1496.
- Royne, M.B., Bienstock, C.C., & Cosenza, T.A. (2014). Key Advertising Components and Media Channels for Recruiting Long Haul Truck Drivers. *Journal of Transportation Management*, 24(2), 31- 44.
- Cosenza, R.M., Southern, R.N., Cosenza T.A., & Wilson, J.W. (2012). Reducing Long Distance Truck Driver's Intention to Leave: An Analysis of Professional Drivers and Owner Operators Using Importance/Performance Methods. *Journal of Transportation Management*, 23(2), 57-70.
- Rickman, T. A. & Cosenza, R. M. (2007). The Changing Digital Dynamics of Multichannel Marketing: The Feasibility of the Weblog-Text Mining Approach for Fast Fashion Trending. *Journal of Fashion Marketing and Management*, 11(4), 604-621.
- Rickman, T. A. & Cosenza, R. M. (2009). Every Word Tells a Story: Finding the Characteristics of a Direct Marketing Offer Through Graphical Textual Analysis. Paper accepted for presentation at the Annual meeting of the Direct Marketing Education Research Summit, San Diego, CA.
- Rickman, T. A. & Solomon, M. R. (2007). "Anomie Goes Online: The Emo Microculture" abstract in *Advances in Consumer Research*, Vol. 34, eds. G. J. Fitzsimons & V. G. Morwitz, Orlando, FL: Association for Consumer Research, 417-18.
- Rickman (Cosenza), T.A., Varvogilis, F., & Ryan, T.K., (2013). Local Internet Crowd Offer for a Tourist Destination: A Comparative Direct Marketing Analysis of Customer Satisfaction ad Intention to Return, Marketing EDGE Research Summit, Chicago, IL October 12-13, 2013.
- Solomon, M.R., English, B.G., Kwon, W., Rickman, T. and Ullrich, D. (2006). A Visual Assessment of Apparel Brand Personality and its Relationship to Brand Equity. *National Textile Center: Annual Report*, Project No. S06-AC04.

## Presentations

- “Local Internet Crowd Offer for a Tourist Destination: A Comparative Direct Marketing Analysis of Customer Satisfaction and Intention to Return,” Marketing EDGE Research Summit, Chicago, IL, October 2013.
- “Every Word Tells a Story: Finding the Characteristics of a Direct Marketing Offer Through Graphical Textual Analysis,” Annual meeting of the Direct Marketing Education Research Summit, San Diego, CA, October 2009.
- “The Changing Digital Dynamics of Multichannel Marketing: The Feasibility of the Weblog-Text Mining Approach for Fast Fashion Trending,” Direct Marketing Educational Foundation, San Francisco, CA, October 2006.
- “A Conceptual Look at the Me Role in Clothing Purchase Decisions: Implications for Targeting and Retailing” International Applied Business Research Conference, San Juan, Puerto Rico, June 2004.
- “Managing Yourself: Personal Social Media Strategy for College Students,” Personal Branding Conference, Breakout Session speaker, University of Memphis, February 2015.
- “Golf: The First Social Network,” Professional Golf Association Tennessee Section Annual Meeting, Keynote Address, Memphis, TN, October 2014.
- “Isolating the Characteristics of Wine Blog Credibility Using Graphical Text Analysis,” S.E. Consumer Affairs Consortium, Auburn, AL, April 2009.
- “Wine Blogger Credibility,” North American Wine Bloggers’ Conference, Panel discussant, Sonoma, CA, October 2008.

## Appendix B - Student Advising/Mentoring

- Director, Social Media Programs: A major role of directing the social media program is individually advising all social media minors in planning their realistic career objectives as early as possible in their matriculation. To maintain this level of contact, I work with OIR to receive declared minor lists which I use to welcome students to the minor and ask for a time to discuss requirements. I send follow up emails each semester to nudge minors to stay on track. In any given year, there may be 40 - 70 declared Social Media Marketing minors - a very respectable number for a minor that is NOT also a major. Faculty Advisor - American Marketing Association - UofM: I provide students with networking contacts, job market support, and marketing career information. I oversee the executive board; attend meetings; assist with industry contacts for speakers, agency tours, etc., and liaison with department faculty. Mentoring: Mentoring is unofficial, but active. Students find me approachable and accessible. They email me, drop by my office, and message me on Facebook - before and after graduation.