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EDUCATION

Ph.D.	2004	Mass Media and Communication, Temple University
M.B.A	1999	Marketing, Saint Joseph's University
B.A.	1981	Communications, American University

DISSERTATION

Title: "The Role of Personal Significance: Effects of Popular Music in Advertising On Attention, Memory, Attitudes and Conation"

The purpose of this study was to determine the role of personal significance on the effects of popular music in advertising to determine both the theoretical (the effect of personal significance to the individual of popular music on the processing of advertising messages) and practical (the design of more effective advertisements using popular music) implications. The results indicated that advertising with popular music that is high in personal significance can lead to greater attention to the ad (brand) and the music, greater memory for the brand, more favorable attitudes toward the brand and the advertisement, and greater conation.

ACADEMIC EXPERIENCE

·Saint Joseph's University, Department of Marketing, Professor, Chair 2013-Present
·Saint Joseph's University, Department of Marketing, Associate Professor 2009-2013
·Saint Joseph's University, Department of Marketing, Assistant Professor 2003-2009
·Saint Joseph's University, Department of Food Marketing, Adjunct Professor 2000-2003
·Temple University, Department of Journalism & Advertising, Adjunct Professor 2002
·Holy Family College, Department of Marketing-Management, Adjunct Professor 1999-2000

COURSES TAUGHT

Undergraduate: Marketing Communications, Music Marketing, Media Management, Consumer Behavior, Communication Marketing, Introduction to Marketing, Introduction to Advertising
Graduate: Creating and Measuring Customer Value, Marketing Concepts.

RESEARCH

Primary stream of research is advertising cues and effects with three (3) areas of interest: music, commercial lengths, and disclaimers. Secondary area of research is teaching and learning with two (2) areas of interest: ethical and virtual.

JOURNAL PUBLICATIONS

Allan, David and Stephanie Tryce (under review), "Are You Ready for Some Football….Ads? *International Journal of Sports Marketing and Promotion.*

Allan, David (2014), "Turn It Up! That's My Song in that Ad," *International Journal of Music Business Research* 3 (1), 26-51 [Available: http://musicbusinessresearch.wordpress.com/international-journal-of-music-business-research-ijmbr/]

Herbst, Kenneth, Sean Hannah, and David Allan (2014) "Advertisement Disclaimer Speed and Corporate Social Responsibility: "Costs" to Consumer Comprehension and Effects on Brand Trust and Purchase Intention" *Journal of Business Ethics*, 117(2), 297-311.

Allan, David (2012), "More is More: 60 plus 10 Equals Better Recall," Journal of Radio and Audio Media (NAB grant), 19 (1) 33-44.

Herbst, Kenneth C., Eli Finkel, David Allan, Grainne Fitzsimons (2012), "On the Dangers of Pulling a Fast One: Advertisement Disclaimer Speed, Brand Trust, and Purchase Intention," *Journal of Consumer Research*, 38 (5) 909-919.

Allan, David (2011), "Radio Advertising: Blip commercials," Journal of Business Research, 65 (10)

Allan, David, (2010) "They're Playing My Brand: Product Placement in Popular Music," *International Journal of Integrated Marketing Communications*, Spring, 40-47.

Allan, David and Natalie Wood (2009), "Incorporating Ethics into the Marketing Communications Class: The Case of Joe Camel," *Marketing Education Review* 19(2) 63-71

Allan, David (2008), "A Content Analysis of Music Placement in Prime-time Television Advertising," *Journal of Advertising Research* 48 (3) 1-14.

Wood, Natalie, Michael R. Solomon, David Allan (2008) "Welcome to the Matrix: E-Learning Gets a Second Life," *Marketing Education Review*18 (2) 1-7.

Allan, David (2007), "Comparative Effectiveness of 30- Versus 60-Second Radio Commercials on Recall and Rate," *Journal of Radio Studies* 14 (2) 165-177.

Allan, David (2007), "Sound Advertising: A Review of the Experimental Evidence on the Effects of Music in Commercials on Attention, Memory, Attitudes, and Purchase" *Journal of Media Psychology* 12 (3) [On-Line]. Available: http://www.calstatela.edu/faculty/sfischo/

Allan, David (2006), "Effects of Popular Music in Advertising on Attention and Memory," *Journal of Advertising Research,* 46 (4) 434-444.

Herbst, Kenneth C. and David Allan (2006), "The Effects of Brand Experience and an Advertisement's Disclaimer Speed on Purchase: Speak Slowly or Carry a Big Brand," *International Journal of Advertising* 25 (2) 213-222.

Allan, David (2005), "An Essay on Popular Music in Advertising: Bankruptcy of Culture or Marriage of Art and Commerce," *Advertising and Society* 6 (1).
[On-Line]. Available: www.aef.com

Allan, David (2005), "On Popular Music and Advertising," *Popular Musicology Online.*
[On-Line]. Available: www.popular-musicology-online.com

BOOKS

Allan, David (2015), "This Note's For You," New York: Business Experts Press.

BOOK CHAPTERS

Allan, David (2007), "Sound Retailing: Music Effects on Shopping Behavior," Bricks and Mortar Shopping in the 21st Century. ed. Tina Lowry. Lawrence Erlbaum Associates: Mahwah, NJ.

BOOK REVIEWS

Allan, David (2006) *Global Marketing and Advertising.* Marieke de Mooij Sage: New York, NY *International Marketing Review* 23(6).

ENCYCLOPEDIAS

Allan, David (2013), "Television advertisements and pop music," Encyclopedia of American Music and Culture, ed. Jacqueline Edmondson. ABC-CLIO.

CONFERENCE PRESENTATIONS

Allan, David (2015), Vote For Me and I Will Set You Free: Popular Music and Political Campaigns, 2015 Annual Conference of the Mid-Atlantic Popular & American Culture Association, Philadelphia, PA

Allan, David, (2015), GOALLLLL: Coca-Cola. Popular Music, and the World Cup, American Marketing Association (AMA) Intercollegiate Conference, New Orleans, LA.

Allan, David (2014), Are you ready for some commercials? A content analysis of popular music placement in Super Bowl commercials 2005-2014, MEIEA Conference, Nashville, TN. (Saint Joseph's University Morris Grant).

Allan, David, (2014), Developing the Entertainment Marketing Major, American Marketing Association (AMA) Intercollegiate Conference, New Orleans, LA.

Wood, Natalie, Janee Burkhalter, and David Allan (2013), "Shoppable Music Videos: Smash Hit or Big Miss?" 20th EIRASS conference on Retailing and Consumer Services July, 2013.

Peruto, Samantha and David Allan (2013), "Pay For Play: An Examination of Performance Rights and Artist Compensation in the Music Industry," 2013 American Marketing Association (AMA) Marketing and Public Policy Conference, Washington, DC May, 2013 (poster)

Allan, David (2013), "Pay For Play: An Examination of Performance Rights and Artist Compensation in the Music Industry," Popular Culture Association/American Culture Association Annual Conference, March, 2013 Washington, DC (paper)

Allan, David (2012), "Turn It Up! That's My Song in that Ad," The Academy of Marketing Science (AMS) 2012 World Marketing Congress-Cultural Perspectives in Marketing Conference August 28 - September 1 in Atlanta, GA (w/proceedings).

Allan, David (2011), "Let the commercials play: Popular music and television advertisements," 2011 Mid-Atlantic Popular / American Culture Association in Philadelphia, PA.

Allan, David (2010), "Developing Music Marketing as a Component of Business Education" American Marketing Association (AMA) Intercollegiate Conference, New Orleans, LA (w/proceedings).

Herbst, Kenneth C., Eli Finkel, David Allan, Grainne Fitzsimons (2010), "On the Dangers of 'Pulling a Fast One': The Effects of Advertisement Disclaimer Speed and Consumer Brand Familiarity on Product Trust and Purchase Intention, Society for Consumer Psychology 2010 Conference in Tampa

Allan, David (2009) "Does 60 Plus 10 Equal Better Recall?" National Association of Broadcasters/Broadcast Education Association Conference, Las Vegas, NV. (grant)

Allan, David (2009), "Another Brick in the Wall: Integrating Music Into the Marketing Classroom" American Marketing Association (AMA) Intercollegiate Conference, New Orleans, LA (w/proceedings).

Wood, Natalie T, Michael R. Solomon and David Allan (2008) "Staking Your Claim in the Land Rush of Virtual World Education: How to Build a Second Life Campus" Direct/Interactive Marketing Research Summit special session "From Interactive to Immersive: Marketing

Education takes a Virtual Leap of Faith." Direct/Interactive Marketing Research Summit Las Vegas, NV. (w/proceedings)

Wood, Natalie T, Michael R. Solomon and David Allan (2008), "Welcome to the Matrix: e-learning Gets a Second Life." Special Session on New Technologies in Teaching, American Marketing Association (AMA) Summer Educators Conference, San Diego, CA.

Allan, David (2008), "Don't Blink or You Might Miss It," National Association of Broadcasters/Broadcast Education Association Conference, Las Vegas, NV. (grant)

Wood, Natalie, David Allan, Michael R. Solomon, (2008) "Virtual Learning Becomes A Virtual Reality". American Marketing Association (AMA) Intercollegiate Conference, New Orleans, LA. (w/proceedings)

Allan, David (2007), "Sound Advertising: A Review of the Experimental Evidence on the Effects of Music," Association for the Education of Journalism and Mass Communication (AEJMC), Washington, DC (w/proceedings).

Herbst, Kenneth C., David Allan, Eli Finkel, (2007), "Trust is the Name of the Game: The Effects of Brand Familiarity, Disclaimer Speed, and Trust on Purchase," 2007 American Marketing Association (AMA) Marketing and Public Policy Conference, Washington, DC (w/proceedings).

Allan, David (2007), "Incorporating Ethics into the Marketing Communications Class: The Case Of Joe Camel" American Marketing Association (AMA) Intercollegiate Conference, New Orleans, LA (w/proceedings).

Allan, David (2006), "Does Popular Music Make Causes Popular with Generation Y? A Survey of Live 8 Concertgoers," Social Marketing Advances in Research and Theory (SMART) Conference Baniff, Canada (w/proceedings).

Allan, David (2006), "Music Placement in Prime-time Television Commercials," Association for the Education of Journalism and Mass Communication (AEJMC), San Francisco, CA (w/proceedings).

Allan, David (2006), "Music Effects on Shopping Behavior," Advertising and Consumer Psychology Conference, Houston, TX. (book chapter)

Allan, David (2006), "Comparative Effectiveness of 30- Versus 60-Second Radio Commercials On Recall and Rate," National Association of Broadcasters/Broadcast Education Association Conference, Las Vegas, NV.

Allan, David (2006), "Are We Teaching Ethics in Marketing? A Survey of Saint Joseph's University Students' Attitudes and Perceptions," American Marketing Association Intercollegiate Conference, Orlando, FL (w/proceedings).

Allan, David (2004), "Effects of Popular Music in Advertising on Attention, Memory, Attitudes and Conation," Popular Culture Association/American Culture Association Annual Conference, San Antonio, TX.

JOURNAL/CONFERENCE REVIEWER

Journal of Advertising Spring 2011
Journal of Advertising Summer 2010
Journal of Advertising Spring 2008
Journal of Advertising Fall 2007
Journal of Advertising Spring 2007
American Academy of Advertising (AAA) Conference, Burlington, VT April 12-15, 2007
Social Marketing Advances in Research and Theory (SMART) Conference Baniff, Canada October 19-21, 2006
American Academy of Advertising (AAA) Conference, Reno, NV March 30–April 2, 2006
American Academy of Advertising (AAA) Conference, Houston, TX March 31–April 3, 2005

EXTERNAL REVIEWER (Dissertations and Tenure)

Lisa Nelson
EVERYDAY PEOPLE: EXPLORING THE INTERSECTION OF GENDER STEREOTYPES AND CLASS HIERARCHY IN MAINSTREAM PRINT ADVERTISING IMAGES
Robert Morris University

Nakeisha Ferguson
Opus College of Business at the University of St. Thomas (tenure and promotion)

GRANTS

Allan, David (2012), Are you ready for some commercials? A content analysis of popular music placement in Super Bowl commercials 2005-2014 *Saint Joseph's University Morris Grant.*

Burkhalter, Janee and David Allan (2010), "Product Placement in Popular Music Videos: Effects and Ethics" *Saint Joseph's University Arrupe Center*

Allan, David, (2009) "They're Playing My Brand: Product Placement in Popular Music" *Saint Joseph's University Summer Grant*

Allan, David (2008), "Does 60 Plus 10 Equal Better Recall," *National Association of Broadcasters*

Allan, David (2007), "Don't Blink or You Might Miss It," *National Association of Broadcasters*

Allan, David (2007), "Incorporating Ethics into the Marketing Communications Class: The Case Of Joe Camel" *Saint Joseph's University Arrupe Center*

Allan, David (2005), "Comparative Effectiveness of 30- Versus 60-Second Radio Commercials On Recall and Rate." *National Association of Broadcasters*

Allan, David (2005), "Comparative Effectiveness of 30- Versus 60-Second Radio Commercials On Recall and Rate." *Saint Joseph's University Summer Grant*

Allan, David (2005), "Are We Teaching Ethics in Business? A Survey of Saint Joseph's University Students' Attitudes and Perceptions," *Saint Joseph's University Arrupe Center*

PRESS

· Philadelphia Inquirer (6/10/15) "A New Twist"
· Philadelphia Inquirer (10/26/14) "KYW Ratings Skid
· United Airlines Hemispheres Magazine (12/1/13) "Music for the Masses"
· KYW Newsradio 1060 (11/18/12) "Retailers Extend Shopping Season"
· KYW Newsradio 1060 (10/26/11) "Retailers Hope Reintroduction of Layaway…"
· Wall Street Journal (9/23/10) "Kodak Refocuses To Address Younger, Hipper Audience"
· Philadelphia Daily News (9/21/10) "Cheers yo: Liquor Companies Love Rappers' …
· Philadelphia Inquirer (8/15/09) "Don't Pass On Charity"
· Philadelphia Inquirer (10/30/08) "Wassup Guys Are Back – For Barack"
· MediaPost (8/11/08) "Wrigley's Marketing Music: A Sticky Situation?"
· Metro (7/2/08) "Starbucks hits wall, will close 600 stores"
· Lancaster Sunday News (5/5/08) "Getting the Worst of this World"
· Metro (3/27/08) "Spotlight On Philly Gives City Chance To Shine"
· MediaPost (2/8/08) "Microsoft Faces Nightmare On Xbox HD DVD Marketing Street"
· CN8 (1/17/08) "Oprah's Influence"
· Omaha World-Herald (10/21/07) "Will Hannah Montana follow other famous fallen teens?"
·Baltimore Sun (9/2/07) "A maturing Gen-X needs its own music"
·Lancaster Sunday News (8/12/07) 'High School Musical' (2) is in session
·NBC10 (6/28/07), Apple iPhones
·Washington Post (6/17/07), "And Now for a Syllable From Our Sponsor"
·MediaPost (2/9/07), "Miller Draws Outside the Lines With New Chill"
·Hampton Roads Pilot (12/12/06), "You May Find Fewer Presents Under the Tree This Year"
·Philadelphia Daily News (12/5/06), "It's the Message"
·Sacramento Bee (12/3/06), "Tales of the Season"
·Allentown Morning Call (11/17/06), "A Colorful Choice"
·Philadelphia Inquirer (10/8/06), "Radio Station Owners Help Bad Ads Get Better"
·San Diego Union-Tribune (9/17/06), "Thursdays Jampacked With Hits"
·Radio & Records (9/8/06), "Cluster Sales Approach Hurts Smooth Jazz"
·Radio Business Report (8/10/06) "Here Are My Insights Into The :30s Discussion"
·Philadelphia Inquirer (7/3/06), "A Risky Move For Radio?"
·FoxNews.com (4/5/06), "Muzak: It's Not Just for Elevators Anymore"
·Philadelphia Inquirer (3/21/06), "Satellite Radio Signal is Coming in Clear"

·Chicago Tribune (2/3/06), "How the Web is playing off Sunday's Game"
·Philadelphia Inquirer (1/22/06), "Ad Culture" – Letter to the Editor
·Philadelphia Inquirer (11/15/05), "Three Weeks in Her Window of Opportunity"
·Philadelphia Inquirer (6/14/05), "The Music: Hits Likely to Stand, But Future Less Clear"
·Blackamericaweb.com (3/8/05), "Sharpton Calls for 90-Day TV, Radio Ban on Violent Music"
·Allentown Morning Call (3/2/05), "Is Strawbridge's Next To Go?"
·The Business (2/6/05), "The 700m World Cup Sting"
·Atlanta Journal Constitution (11/18/04), "Racy Promo Scores, Big Time"
·Christian Science Monitor (11/17/04), "Disney Lawsuit Lifts Curtain On Hollywood Drama"
·San Jose Mercury News (10/27/04), "iPod's Rock and Rollout"
·Philadelphia Inquirer (9/12/04), "New Club Ties to WXPN Have Competitors Worried"
·Philadelphia Inquirer (3/7/04), "Cleansing the Airwaves"
·Billboard Monitor (1/28/04), "Life After Radio and Records"

INDUSTRY EXPERIENCE

2002-Present	Dave Allan Media & Marketing Consultant	Philadelphia, PA
2001-2002	Clear Channel Communications, Inc. SVP/Programming & Marketing VP/Operations	Philadelphia, PA
1999-2001	AM/FM Inc. VP/GM WUSL & WJJZ	Philadelphia, PA
1997-1998	Chancellor Media, Inc. VP/Regional Urban Programming Miami, Orlando, San Francisco, LA	Philadelphia, PA
1996-1997	Evergreen Media, Inc. Operations Manager WUSL & WYXR	Philadelphia, PA
1994-1996	EZ Communications, Inc. Operations Manager WUSL & WIOQ	Philadelphia, PA
1987-1994	TAK Communications, Inc. Program Director WUSL	Philadelphia, PA

PROFESSIONAL SOCIETIES

·American Marketing Association (AMA)
·American Academy of Advertising (AAA)
·Association for Education in Journalism & Mass Communication (AEJMC)
·Audio Branding Academy (ABA)
·Broadcast Education Association (BEA)
·International Association for the Study of Popular Music (IASPM)
·International Communication Association (ICA)
·International Association of Music Business Research (IJMBR)
·National Communication Association (NCA)
·Popular Culture Association (PCA)
·Society for Consumer Psychology (SCP)
·Theta Chi Fraternity

PROFESSIONAL CONTRIBUTIONS

2004 – 2005	National Association of Broadcasters Sub-Committee on Indecency

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HONORS AND AWARDS

Beta Gamma Sigma	2009
Saint Joseph's University-Teaching Award	2008
Saint Joseph's University-Advisor Award	2007
Saint Joseph's University-Research Award	2005
American Marketing Association Faculty Advisor of the Year-AMA	2006
Saint Joseph's University Faculty Advisor of the Year-WSJR	2004
Philadelphia Liberty Bell-Professional and Community Service	2002
Philadelphia City Citation-Community Service	2002
Pennsylvania State Citation-Community Service	2002

COMMUNITY

2006 – Present	Philadelphia Safe and Sound	Board of Directors
2005 – Present	Special Olympics	Soccer Referee
2002 – Present	International Student Athlete Academy	Board of Directors
2000 – 2002	Urban League of Philadelphia	Board of Directors
2001 – 2002	Grover Washington Jr. Foundation	Board of Directors
2001 – 2002	Universal Charter School	Board of Directors
2001 – 2002	United Negro College Fund	Advisory Council
1998 – 2003	Philadelphia Futures	Student Sponsor
1998	National Association of Broadcasters	Steering Committee

REFERENCES

Dr. Joseph D'Angelo
Dean
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