

FREDRIC MARICH

GENERAL INFORMATION

Business Address and Telephone:

Instructor of Marketing
The University of Akron
Akron, OH 44325-4804
CBA - 318
Office: (330) 972-5446
Fax: (330) 972-5798
E-Mail: fmarich@uakron.edu or fmarich@neo.rr.com

EDUCATION AND TRAINING

Doctoral Degree:

Ed.D. - 2/3 completion Nova Southeastern University
Majors (dual): Higher Education Administration
Vocational, Technical & Occupational Education

Master's Degree:

MBA - Master of Business Administration, Kent State University

Bachelor's Degrees:

B.S.I.M. - Bachelor of Science in Industrial Management, The University of Akron
Majors (dual): Management and Industrial Psychology

B.S.B.A. - Bachelor of Science in Business Administration, The University of Akron
Major: Marketing

Only lack language requirement for third baccalaureate (**B.S.**) in psychology.

Two years pharmacy studies, **Licensed Ohio Intern #973**, The Ohio State University

Associate Degree:

A.A.S. - Liberal Arts, The University of Akron

Other Training/Education:

Summit County Sheriff's 11th Citizens Basic Law Enforcement Academy – Graduated 12-12-06

Learning Community Professional Institute training (UA) – 2005 & 2006

University Hearing Board committee training (UA) – 2005

U of A Institute for Teaching & Learning – Excellence in Learning & Teaching – 2004

ACADEMIC EXPERIENCE

Teaching Experience:

Department of Marketing, The University of Akron

Instructor of Marketing 2004-present

Earned [Faculty Appreciation Award – National Residence Hall Honorary](#) - 2004

Earned [Kappa Kappa Gamma's Faculty Star-of-the-Week Award](#) - 2004

Undergraduate courses taught include: Global Business Concepts, Strategic Retail Management, Purchasing, Marketing Principles, Career Orientation and Career Management

Department of Marketing, The University of Akron

Lecturer III - Part-time Faculty, 1983-2004 (21 continuous years)

Earned [Outstanding Part-time Teacher Award](#), 1998

Undergraduate courses taught: Purchasing, Marketing Principles, Strategic Retail Management, Career Orientation, and Career Management

Stark State College – courses taught in conjunction with being the **Dean of Business** - Management, Marketing, Business, Purchasing, and Leadership

Teaching Interests:

Global business, marketing, purchasing and materials management, retail, management, leadership, business communication, business strategies, business missions, visions, ethics, contingency/crisis planning, quality assurance, survival mode, and environmental concerns.

Specific interest and attention is paid to first time, first generation college students.

Research Interests:

The delivery of instruction – how best to bridge the gap between the most current business information and theory to the teaching of students in the most accurate, believable, understandable, realistic fashion, “salt & peppering” that teaching with real life examples and Fred’s “LIFE 101”. Currently writing first textbook focusing on first time, first generation college students.

ACADEMIC EXPERIENCE

Stark State College of Technology (formerly Stark Technical College)

Director of Institutional Research and Planning, 1994-2001 (7 years)

Provided leadership for college wide assessment, strategic planning, internal and external surveys, and focused research (retention studies and placement testing) for any activities necessary for reaccreditation, new programs, increased enrollment, and improved retention. Designed strategic planning process that resulted in new mission and vision statements, core values and beliefs, identification of customers, creation of key performance indicators and goal statements.

Associate Dean, Division of Business Administration Technologies, 1987-1994 (7.5 years)

Led largest division of college of 5400 students serving 50% of the student body managing 4

departments of 120+ employees. Major role in a \$1.5 million business division renovation, designing the restaurant management lab, rewriting the College's statement of management philosophy, restructure and rewrite of faculty promotion process, update of business faculty talent bank, improvement of equipment and supplies, and professional improvement and development of staff .

Director of Federal Procurement Center, 1985-86 (1 year)

Assisted small businesses sell products and services to the federal government.

Assistant Director, Center for Employee Development and Management, 1985-86. (2 years)

Co-managed continuing education and contract training division of the college.

BUSINESS EXPERIENCE

Consultant, 1985-94 – supported O.T.T.O. (Ohio Technology Transfer Organization) within Stark Technical College
Provided business consulting to small businesses in peril or those wanting to grow and expand.

M.H.M. Somerset, Inc. dba The Somerset

President, 1983-85

Founded and served as chief executive officer of this holding company with a wide diversity of interests. Its primary business venture being a 180-seat fine dining restaurant in the Portage Lakes.

Union Metal Mfg. Co.

Manager of Purchasing, 1983-84

Managed purchasing function for Tubular Products Division

The Babcock & Wilcox Company

Manager of Purchasing and Transportation, 1980-83

Managed \$30 million purchasing function supporting a \$70 million business segment in \$1.5 billion company

Manager of Purchasing, Customer Parts & Services, 1979-80

Managed purchasing function for spare parts and services division - \$70 million division

Senior Buyer, Capital Equipment, 1979

Purchased high dollar, critical, complex and technical commodities and services for entire \$1.5 billion company

Buyer, Capital Equipment, 1976-79

Same as above plus being consultant to production operations and manufacturing

Senior Inventory Control Analyst, 1973-76

Controlled inventory for perishable tooling, stock tooling, raw materials, weld wire, and fluxes for the Nuclear Equipment Division

Order Analyst and Laboratory Technician positions, 1966-73

Serving in manufacturing, production control and quality control areas

SERVICE CONTRIBUTION

Department Service:

Volunteered to teach 5 classes Fall 05 – 270 students

Volunteered to teach 4 or more classes the following semester and average over 220 students per semester

Faculty Co-Advisor, Pi Sigma Epsilon Marketing and Sales Fraternity, 2005-present

PSE meetings, initiations, elections (verified ballots) and EAF budget workshops

Attended and presented to the Honors students/parents presentations reference the Honors Institute

Interviewer for Honors Institute potential students – 2005 & 2006

Honors Project – Reader/Reviewer – 2005 – 2006 - 2007

Merit review committee, committee meetings & training workshop - 2006

Reviewer for Marketing Education Track of the Marketing Management Assoc. 2006 Spring Conference - 2006

College Service (CBA):

Learning Community training workshop

Learning Community faculty member 2005 – 2006 - 2007

ISM (Institute of Supply Management) academician status – 2005 - present

CBA Student Services & Support committee 2005 -2006

Taught Summer Honors Institute (gifted HS students) – arranged special field trips – 2006 & 2007

University Service:

University Reference committee – 2005 & 2006

University Hearing Board - 6 hearings – 2006

Organizations (current & former):

Jaycees – Manchester Chapter – Vice President

Chi Sigma Nu – Men’s Evening Social Fraternity – U of A - President

University Of Akron Evening Student Council – Awarded “[A-Key](#)”

Pi Sigma Epsilon – National Professional Marketing Fraternity – 12-2-05

Mu Kappa Tau – National Marketing Honor Society – 11-13-06

Phi Delta Kappa – Professional Education Fraternity – 3-4-86

Ohio Association for Adult and Continuing Education

Fraternal Order of Eagles

National Arbor Day Foundation – since 1991

U.S.T.U. – United States Tae Kwon Do Union

A.A.U. – Amateur Athletic Union – Tae Kwon Do Division

National Rifle Association – Life Member since 5-6-92

Canton-McKinley Rifle and Pistol Club

Defenders of Wildlife – Member since 1990

World Wildlife Federation – Member since 1991

Rev. 6-07