

D. JOEL WHALEN, PH.D.

ASSOCIATE PROFESSOR - DEPARTMENT OF MARKETING
DIRECTOR OF CURRICULUM - SALES LEADERSHIP PROGRAM

Education

Ph.D., Marketing Communication, Florida State University, 1986
M.S., Communication Science, Florida State University, 1982
B.S., Broadcast Journalism, University of Florida, 1972

Teaching and Research Interests

Teaching Specialties:

Effective Business Communication, Advertising and Sales, Marketing Management

Current Research Topics:

Effective Business Communication, Speech Apprehension, Teaching Methods

Professional Activities

Publications Include:

Whalen, D. Joel, (2007) *Professional Communication Toolkit*, 1000 Oaks, CA: Sage Publishers;
Whalen, D. Joel, (1996) *I See What You Mean: Persuasive Business Communication*, 1000 Oaks, CA: Sage Publishers; New Delhi, India: Response Books; Moscow, Russia: Ecom Press, Ltd; Whalen, D. Joel, (1998) "Effective Communication Workbook," First to 10 Edition, Chicago: Baby Bird Press;
Fleming, J. and D. Joel Whalen, (1991) "The Personal and Academic Self-Concept Inventory: Factor Structure and Gender Differences in High School and College Samples," *Educational and Psychological Measurement*, vol. 50, pp. 1-11; Pitts R.E., Whalen, D. Joel, O'Keefe, R.D., and V. Murray, (1990) "Black and White Responses to Culturally Targeted Television Commercials: A Values Based Approach," *Psychology and Marketing*, vol. 6, pp 311-328; Whalen, D. Joel, Pitts, R.E., and R.D. O'Keefe, (1991) "'Appealing to Consumer's Greed, Lust, Vanity and Envy' or 'The Things Nice Managers Don't Talk About'," *Journal of Promotions Management*, vol. 1, 1991.

Professional Service:

Gus Economos Graduate Teaching Award (3-time winner); DePaul Teaching Excellence Award; Lawrence Ryan Undergraduate Teaching Award; Ernst & Young Entrepreneur of the Year, Entrepreneur Hall of Fame; National Committee Member, American Advertising Federation (AAF); Commissioned a Kentucky Colonel; Marguis Who's Who in America

Training and Consulting

Major Clients: Gap, Inc. The Coca-Cola Company, Sprint, TransAmerica, AMP-Australia, Qantas, Australian Post, US Cellular, Chicago White Sox, National Starch and Chemical, R.R. Donnelley and Sons, American Institute of Architects, Baxter Worldwide, ComEd-Exelon, Alcoa, Bayer, Wm. Wrigley, Jr. Company, Bosie Cascade, Merck, L'Oréal, Sunstar Butler, Abbott Laboratories, PPG, American Institute of Banking, British Airways, Swift-Butterball, Safeway.

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