

Jim Swaffield MBA, PhD

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Summary

- Full-time Lecturer at the University of Alberta, School of Business for 19 years.
 - Courses taught:
 - Introduction to Marketing
 - Consumer Behavior
 - Advertising and Promotions
 - International Marketing
 - Selling and Sales Management
 - Marketing Strategy
 - Services Marketing
 - Sports Marketing
 - Consulting and Research Methods
 - Business Research Methods
 - Former Chair of Marketing at the University of the Fraser Valley.
 - Over 25 years of consulting/industry experience (both domestic and international).
 - Former President of the Alberta Society for Marketing Professional Services.
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Education

PhD. University of Stirling, Department Psychology, Scotland

Research focus: consumer psychology and evolutionary psychology.
(Graduated, June 2018).

MBA - Kennedy-Western University, Major: Marketing – U.S.A.

Thesis Topic: managing consumer perceived service quality in the professional services industries.

Bachelor of Arts - University of Alberta (Graduated 1988)

Major: Recreation Administration, Pattern: Outdoor Recreation

Academic Positions

Professor	Vancouver Island University Faculty of Management	Jan. 2018 - present
Assistant Prof.	University of the Fraser Valley School of Business	Aug. 2017 - Aug. 2019
Sessional Inst.	University of Victoria Faculty of Business	May – Aug. 2018
Lecturer (FT)	University of Alberta, Alberta School of Business	Sept. 1998 – July 2017
Sessional Inst.	Vancouver Island University Faculty of Management	May - Aug. 2014 May - Aug. 2015
Sessional Inst.	University of Lethbridge School of Management (Edmonton Campus)	Sept. 2000 – 2008

Publications in Peer Reviewed Journals

Swaffield, J. B. & S. Craig Roberts (2015). Exposure to harsh or safe environment primes alters food preferences. *Evolutionary Psychological Sciences*.

Publications Currently Under Review

Swaffield, J. B. & Qi Guo (2019). Environmental harshness influences the desire for signalling products used during sexual competition

Swaffield, J. B. & Qi Guo (2019). Stress and trait appetite mediate the relationship between early childhood socioeconomic status and adult food preference.

Swaffield, J. B. & S. Craig Roberts (2018). Harsh physical safety, social support and poor economic conditions disproportionately effects appetite for low and high energy dense foods

Authored Articles, Reports and Training Materials

Swaffield, J. (1998). How to increase your business by reducing consumer perceived risk. Alberta Society for Marketing Professional Services Marketing Exchange News Magazine, 3(3).

Swaffield, J. (1998). Tips for evaluating advertising media options. Alberta Society for Marketing Professional Services Marketing Exchange News Magazine, 4(1).

Swaffield, J. (1998). Have you been using satisfaction surveys to measure service quality? Alberta Society for Marketing Professional Services Marketing Exchange News Magazine, 4(2).

Swaffield, J. (1998). The secret to developing an effective promotional strategy. Alberta Society for Marketing Professional Services Marketing Exchange News Magazine, 4(3).

Swaffield, J. B. (n.d.). *Advertising & Obesity: Does the Research Support a Claim for Causality?* Unpublished manuscript, Edmonton. Retrieved from <http://www.jimswaffield.com/wp-content/uploads/2017/11/Adverting-and-Obesity.pdf>

Swaffield, J. B. (2016). *Foundational Concepts for Understanding Body Weight and Obesity*. Unpublished manuscript, Edmonton. Retrieved January 14, 2018, from http://www.jimswaffield.com/wpcontent/uploads/2017/11/2016_Foundational_Concepts_for_Understanding_Body_Weight_and_Obesity.pdf

Swaffield, J. B. (n.d.). *Strategic Planning for Sales Departments and Sales Personnel*. Unpublished manuscript, Edmonton. Retrieved from <http://www.jimswaffield.com/wp-content/uploads/2017/11/Strategic-Planning-for-Sales-Departments-and-Sales-Personnel.pdf>

Athabasca University – Faculty of Business

Authored an on-line selling and sales management course for Athabasca University. This included the development of original course content, learning materials and testing materials.

Alberta Association of Registered Occupational Therapists

Authored a marketing manual for private practice occupational therapists in Alberta.

Keynotes Speeches and Presentations

- 2016 International Society for Human Ethology Conference - Scotland, UK. Presentation: Assessing the Impact of Socio-Economic Conditions on Food Preference.
- 2015 Alberta Association of Registry Agents Annual Conference. Presented on "How to Develop a Cost-Effective Media Plan."
- 2014 International Society for Human Ethology Conference – Belem, Brazil
Presented a conference poster. Title: Exposure to Harsh Environment Primes Alters Food Preference.
- 2013 Keynote Speaker for the Alberta Medical Association – Primary Care Network Conference.

- Guest Lecturer for the Government of China, Chongqing Province.
Seminar title: Branding Chongqing Province.
 - Guest Lecturer for the Government of China, Hebei Province.
Seminar title: Segmenting the Chinese Market in Hebei Province.
 - Alberta Agricultural Research and Extension Council of Alberta (AAREC).
Seminar title: Recruiting Members for Alberta's Agricultural Associations.
 - Alberta Association of Fundraising Executives
Seminar title: Factors that Influence Donor Behavior.
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Courses Taught

Introduction to Marketing (Undergraduate level)

This is an introductory course where students are introduced to basic marketing theories and the role of marketing within the overall business framework. A few of the concepts learned in this course include: market segmentation, positioning strategy, product and service development, developing a pricing and distribution strategy, and promotion.

Consumer Behavior (Undergraduate level)

This is largely a course in consumer psychology. In this course the students study how biological and environmental factors influence consumer behavior and decision making processes. Additional concepts studied in this course include the psychology of consumer motivation, perception, belief and attitude formation, as well as the psychology of consumer status seeking behavior.

Advertising and Promotions (Undergraduate level)

This is an advanced course in advertising and promotions and approaches advertising from both a psychological and applied perspective. Topics covered in this course include: positioning and branding, establishing promotional objectives, developing print and broadcast advertisements, creative strategy development, media planning, public relations, publicity and corporate sponsorship. In this course students learn how to create a comprehensive promotional plan.

Marketing Research Methods (Undergraduate level)

In this course students learn how to design research studies to collect market information that helps managers make wise management decisions. The research methods studied include survey questionnaire design, focus groups, depth interviews and observation research methods. How to analyze and interpret research data are also components of this course.

International Marketing (Undergraduate and MBA levels)

International marketing is an important class for students who aim to work cross-culturally. A few of the concepts taught in this course include how to conduct a cultural assessment, methods to assess market potential, analyze business risk and how to profile competitors. In addition, students learn about cross-culture negotiations, market entry strategies, modifying products for international markets, pricing for foreign markets, export and import documentation requirements and global promotional strategies. Students also learn how to develop an international marketing plan.

Selling and Sales Management (Undergraduate level)

This course deals with management of an outside sales force. Students learn about the consultative selling process, sales rep performance evaluation, sales force recruitment, training, sales rep motivation, developing compensation programs, and how to design sales territories. The course concludes with a study of the ethical and legal responsibilities of sales reps and managers. An important part of this course is learning how selling and sales management activities must be integrated with an organization's corporate plan and overall promotional objectives. In this course students learn how to create a sales plan.

Service Marketing (MBA level)

Services marketing examines service issues from organization and human resources management, operations management and marketing perspectives to provide students an integrated view of designing and delivering a valuable, memorable customer experience. Topics include: building a service culture and strategy, managing the talent, service blueprinting, developing customer-oriented service standards, service design, creating the "servicescape", understanding consumer emotions and psychology, service failure and recovery, customer co-creation of value and service delivery networks.

Sports Marketing (Undergraduate and MBA levels)

Sports marketing is a special topics course that was developed by myself for the University of Alberta. The first part of the course looks at methods for segmenting the sports fan market and identifying the needs and motivations of different segments. The second part of the course deals with creating the total event package which includes both the core sporting event and auxiliary events such as half-time shows and fan appreciation events. The final part of the course includes learning how to develop a promotional strategy, media buying, managing ambush marketing and measuring the effectiveness of corporate sponsorship and corporate venue naming.

Strategic Marketing (Undergraduate level)

Strategic marketing is a capstone course that prepares students for real world marketing challenges. The objective of this course is to provide students with the analytic, planning, and communication skills to be successful marketing managers. An important component of this course is to understand the financial dimension of implementing strategies and determining whether the selected strategies will contribute to the organization's profitability.

Consulting and Research Methods (MBA level)

This course introduces students to the field of consulting. The first part of this course examines the process for developing relationships, assessing client needs and securing consulting contracts. The second part of the course looks at building the consulting team and managing the consulting contract. In addition, students study the role of research and how data is acquired and used to assist managers solve problems and make sound management decisions.

Teaching Philosophy

If I could use one quote to summarize how I feel about teaching and learning, it would be the statement made by the ancient Greek essayist Lucius Plutarch. Plutarch wrote, "The mind is not a vessel to be filled, but a fire to be kindled." This quote resonates with me and I think of it often when I am teaching.

I believe that when a student attends a university an informal partnership is formed between the instructor and the student. The teacher is responsible for teaching and the student is responsible for learning. This implies that each has an active role to play in the education process.

For a student to grow from their educational experience they must take responsibility for their learning. A fitness trainer can teach an athlete exercises that need to be done to become physically fit. However, the athlete must do the hard work and heavy lifting if they want to transform and improve themselves. It is the same with learning. An instructor can expose a student to new knowledge, different perspectives and new experiences, but the student is the one who must do the hard work. This hard work involves setting personal learning objectives, embracing the behaviors that lead to success and, demonstrating discipline and drive to achieve their goals.

While students must take responsibility for their learning, instructors must also take responsibility for what students learn and their level of academic performance. I tell my students that I never want them to substitute my thinking for theirs. I want them to be reflective, analytical and independent thinkers. To foster this behavior, I do my best to create an open and safe learning environment where students feel encouraged to question, challenge and express their opinions. Instructors also play a vital role in linking theory to its application in the real world.

My teaching style is to promote active versus passive learning. To me, active learning requires students to think and reflect on what they have learned and to try to bridge this learning to their personal life. Some of the teaching methods I use to promote active learning include in-class experiments, discussions, weekly quizzes, individual and group projects.

Finally, my teaching philosophy would not be complete without mentioning that while I am a teacher, I am also a life-long learner and therefore, I am a student. Just as my students learn from me, I too learn a lot from them.

Recent Committee Work

- **University of the Fraser Valley – Research Advisory Committee**
- **University of the Fraser Valley – Vice-chair, Curriculum Review Committee**
- **University of Alberta, Alberta School of Bus. – Sessional Faculty Evaluation Committee**
- **University of Alberta - Teaching Effectiveness Committee**

Large Consulting Contracts

- **Consultant for Best™ Environmental Technologies (May 2013 to Dec 2015)**
I have been an in-house consultant for Best™ since May 2013. My role has to been to run the marketing department, develop marketing plans and promotional materials for Canada, USA, China, Ghana, Australia and Mexico. A portfolio of materials developed is available upon request. In addition, I have played a lead role in mentoring a new sales manager, training sales reps and developing tradeshow for the Canadian market.
- **Alberta Medical Association**
The Alberta Medical Association, Alberta Health and the Alberta College of Physicians and Surgeons collectively managed the Alberta Clinical Practice Guidelines Program. This program developed “best practice” medical guidelines for physicians. My job was to develop a promotional plan that would not only educate physicians on the new guidelines but also, to affect their behavior in diagnosing and treating patients.
- **Travel Alberta™**
The mandate of Travel Alberta is to promote tourism in Alberta. Every year Travel Alberta hires over 300 seasonal employees to work in visitor information booths across the province. This contract was to develop and deliver a customer service training program to the seasonal workers.

Special Interest Items

1. President of the Alberta Society for Marketing Professional Services (ASMPS).

I was president of ASMPS. The Alberta Society for Marketing Professional Services was an association of professional service providers. Its mission was to be a source of accurate and timely information on marketing professional services.

2. Psychology Today Writes Article on Jim Swaffield's Research



Internationally renowned magazine Psychology Today has written an article examining the impact of research conducted by myself and S. Craig Roberts. The research investigates the relationship between psychological stress and our desire for specific energy-dense food items.

3. Jim Swaffield Delivers Key Note Speech on How Patients Form Perceptions of Physician Service Quality



EDMONTON - More than 100 physicians and patients gathered Saturday to discuss the future of primary care in Alberta, even as the provincial government's promise of 140 new family-care clinics remains murky.

The event in downtown Edmonton is the first of five planned meetings on primary care — usually the first line of care for patients entering the health system — the Alberta Medical Association has planned around the province in coming months.

“If we get primary care right, the rest of the health-care system will be easier to get correct,” said Dr. Michael Giuffre, AMA president and a pediatric cardiologist in Calgary. “But until we do that right, we have a major problem.”

Patients and physicians brainstormed about the delivery of primary care, while the proposed family-care clinics were the focus of physician-only discussions. Doctors have not been consulted about the family-care clinic proposal, which has become a thorny issue between them and Premier Alison Redford's government. According to the AMA, 85 per cent of the province's family doctors currently work out of primary care networks (PCNs), which offer front-line health services from a multi-disciplinary team led by physicians.

4. In 2009 The City of Edmonton selected a number of notable Edmontonians to tell about the quality of life in Edmonton and help local organizations attract new employees, families, students and tourists to Edmonton.

It was an honor to be selected as a notable Edmontonian.



The image is a screenshot of the Edmontonstories website. At the top, there is a navigation bar with links for Home, Jobs, Partners, Stories, Story Map, Q&A, and About, along with a search bar and a GO button. Below the navigation bar is a large banner image of the Edmonton skyline with the word "Edmontonstories" overlaid. Underneath the banner are four colored buttons: "Stories About Working" (yellow), "Stories About Living" (green), "Stories About Visiting" (blue), and "Share Your Story" (red). The main content area features a story titled "Transforming Health Care" in a light brown box. To the right of the story is a smaller box containing a photo of Jim Swaffield and a short biography. The biography states that Jim Swaffield is a marketing instructor at the University of Alberta and the Edmonton campus of the University of Lethbridge, and is also an active marketing consultant and past president of the Alberta Society for Marketing Professional Services. The story text describes his role in developing clinical practice guidelines for physicians and Albertans across the province, aimed at improving the quality of health services and reducing costs. It mentions that he wore a number of hats on this project, managed a committee that developed a guideline on the early detection of breast cancer, and developed a strategic marketing plan to educate physicians and Albertans on the many guidelines that were being developed. The story concludes with a statement that it is very rewarding to have been part of a leadership team that played an important role in improving the lives of so many people, and that this project was a small stepping stone on the path to where he is today. The story was created on April 03, 2009, and written by the Edmontonstories.ca staff.