


Personal Profile

Given Name	Andrey	Mid Name				
Family Name	Mikhailitchenko	Gender				Male
Nationality	United States of America (USA)	Date of birth				1962-08-14
Postal Address	USA-California-Sacramento-6000 J St.					
Zip Code	95819-6088	Phone No.				1-9166219707
Fax No.		Email Address	mikhaili@csus.edu			
Academic Title	Professor or equivalent	Current Working University/Institute	California State University Sacramento			
Education Background	Duration	University/Institute	Major	Degree		
	1979-09-03--1984-06-29	Moscow State University Institute of Foreign Studies	Economics and Chinese Language	Bachelor		
	2000-01-03--2002-05-13	Syracuse University	Business Administration	Master		
	2003-08-25--2008-05-12	Cleveland State University	Marketing	PhD		
	1984-08-27--1985-07-05	Beijing Foreign Studies University	Chinese Language	Other		
Working Experience	Duration	University/Institute	School/Department	Academic Title	Course Title	
	2009-08-24--2020-12-17	California State University Sacramento	College of Business Administration	Professor or equivalent	Advertising ; Multinational Marketing; Global Supply Chain	

	2003-08-25--2009-08-24	Continent Ltd. (Moscow, Russia)	Trading Company	Other	Board of Directors member
	1993-11-15--2003-08-24	Continent Ltd. (Moscow, Russia)	Trading Company	Other	CEO
Research Field	Business Disciplines				
Publications	<p>Mikhailitchenko, A. and Tootelian, D. (2021) "Measuring the Value of Minor League Sports to a Community," Global Sport Business Journal, forthcoming. Mikhailitchenko, A. and Pforsich, H. (2020) "An Empirical Insight: Accountable Care Organizations' Profitability and Quality Drivers", International Journal of Medicine and Public Health, Vol. 10, No. 4, 155-159. Mikhailitchenko, A., Sun, Y., and Varshney, S. (2020) "COVID and Small Businesses in the U.S., China, and Russia: Three Models of Government Support", Economics, Politics and Regional Development, Vol. 1, No. 2, 14-21. Sadovnikova, A., Pujari, D., and Mikhailitchenko, A. (2016) "Radical Innovation in Strategic Partnerships: A Framework for Analysis", Journal of Business Research, Vol.69, No.5, 1829-1833. Tootelian, D., Mikhailitchenko, A., Gaedeke, R., and Holst, C. (2016) "How Much Segmentation is Needed in the Healthcare Marketplace? An Exploratory Study of HMO and Non-HMO Customers", Health Marketing Quarterly, Vol.33, No.1, 31-47. Mikhailitchenko, A. and Varshney, S. (2016) "Russian Foreign Trade under New Wave of Political Pressure: A Glance from Inside", AIB Insights, Vol.16, No.2, 6-9. Mikhailitchenko, A., and Varshney, S. (2016) "SME Internationalization in Emerging Markets: Symbiotic vs. Commensal Pathways", Journal of Marketing and Consumer Behavior in Emerging Markets, Vol. 1, No.3, 4-19. Mikhailitchenko, A. and Sadovnikova, A. (2015) "Symbiotic vs Commensal Networking: The Case of Textile SMEs in China and Russia", Organizations and Markets in Emerging Economies, Vol.6, No.1 (11), 29-43. Sadovnikova, A., Mikhailitchenko, A., and Shapiro, S. (2014) "Consumer Protection in Postwar Canada: Role and Contributions of the Consumers' Association of Canada to the Public Policy Process", Journal of Consumer Affairs, Vol.48, No.2, 380-402. Mikhailitchenko, A., Tootelian, D., Mikhailitchenko, G. (2012) "Exploring Saturation Levels for Sponsorship Logos on Professional Sport Uniforms: A Cross-Cultural Study" International Journal of Sports Marketing & Sponsorship, Vol.13, No.2, 267-281. Tootelian, D., Varshney, S., and Mikhailitchenko, A. (2012) "Can Producing and Marketing Healthy Foods Create a Healthy Economy? An Exploratory Study of California" Journal of Food Products Marketing, Vol.18, No.3, 242-256. Mikhailitchenko, A. (2011) "Symbiotic Networking in Born-Global SMEs: A Cross-Cultural Study" Journal of Business and Policy Research, Vol. 6. No. 2, 1-12. Mikhailitchenko, A., Javalgi, R., Mikhailitchenko, G., and Laroche, M. (2009) Cross-cultural advertising communication: Visual imagery, brand familiarity, and brand recall. Journal of Business Research, Vol. 62, No.10, 931-938. Mikhailitchenko, A. and Whipple, T. (2006). Identifying Grocery Coupon-Prone Customers: A Household Demographics</p>				

	<p>Perspective (vol. 10, pp. 21-35). New York, NY: Research in Consumer Behavior / Elsevier. Mikhailitchenko, A. and Whipple, T. (2006). Modeling the Effects of Culture-Related Variables on the Attitude Towards Advertising: A USA-Russia-Iran Study. Journal of East-West Business, Vol.12, No.2-3, 39-59. Mikhailitchenko, A. and Lundstrom, W. (2006). Inter-Organizational Relationship Strategies and Management Styles in SMEs: The U.S.-China-Russia Study. Leadership and Organization Development Journal, Vol. 27, No.6, 428-448.</p>
Other Achievements	<p>Organizations and Markets in Emerging Economies Journal, Editorial Board member; The 2017-2018 Outstanding Community Service Award (CSU Sacramento) The 2016-2017 Outstanding Scholarly and Creative Activity Award (CSU Sacramento) The Faculty Development Grant (2015, CSU Sacramento) The Pedagogy Enhancement Award (2011, CSU Sacramento) Alpha Kappa Epsilon Society (2004, Cleveland State University) The Simon Keller Award (2002, Syracuse University); Beta Gamma Sigma Society (2001, Syracuse Chapter); Honors Diploma (1984, Moscow State University)</p>

Course Information	
Course Title	Advertising
Teaching Language	English
Teaching Methods	Seminar
Type of Class Arrangement (A-H)	A1
Course Description	<p>This is a course designed on the basis of the interdisciplinary approach. It combines components of communication, media, and marketing studies. Emphasis will be placed on creative methods, alternative media, measurement of effectiveness, and coordination with other aspects of the integrated communication program through group discussion and written project. Special attention will be paid to cross-cultural issues and design of communication campaigns in international setting. Course objectives: Understanding the content and the role of advertising and promotion process from an Integrated Marketing Communications (IMC) perspective Getting the knowledge and skills required to implement the IMC approach in real business environment, from situation analysis to designing the execution strategy Developing practical skills for designing and execution of IMC campaigns on the cross-cultural platforms in the global marketplace</p>
Course Syllabus	<p>Topics for Each Session (Tentative Course Outline): DAY 1 – Review of course requirements, basic concepts and definitions The Role of Integrated Marketing Communications in the Society; DAY 2 – The Communication Process Source, Message, and Channel Factors; DAY 3 – Establishing Objectives and Budgeting for the Advertising Program Creative Strategy: Planning and Development in Global Environment; DAY 4 – Creative Strategy: Implementation and Evaluation in Global Environment Case Study 1 (Under Armour Enters the Basketball Shoe Market); DAY 5 – Media Planning and Strategy Evaluation of Media Carriers Performance; DAY 6 – Support Media and Direct Marketing Case Study 2 (Kodak: The Rebirth of an Iconic Brand); DAY 7 – Digital and Social Media for IMC campaigns Public Relations, Publicity, and Corporate Advertising; DAY 8 – Cross-Cultural Issues in Advertising Case Study 3 (Gucci’s Turnaround: Repositioning and Rebuilding the Company) Course wrap-up</p>
Course Assessment	<p>Assessment includes: a) term project; b) quizzes; c) in-class group assignments; d) case studies. TERM PROJECT Your term project must link your knowledge to the real world business and help you to acquire practical skills needed for designing a comprehensive integrated marketing communications (IMC) plan. QUIZZES There will be seven quizzes on the course. Each quiz will consist of 10 questions, 1 point each. All of the quizzes will be on the textbook material GROUP ASSIGNMENTS After we cover the material of each textbook chapter you will be given short assignments done in the groups consisting of 2 to 3 people. The major value of these assignments is finding real-life examples illustrating the concepts that have been discussed in class. CASE STUDIES During the course three case studies on international advertising will be reviewed, and each one will require a brief 1-1.5 pages report. After reports submission and grading each case will be discussed in class.</p>
	TEXTBOOK Advertising and Promotion. An Integrated Marketing Communication

Recommended Reading
Course Books and

Perspective. By George E. Belch and Michael A. Belch 11th ed., McGraw Hill, 2018, ISBN: 1259548147. CASE STUDIES: a) Under Armour Enters the Basketball Shoe Market; b) Kodak: The Rebirth of an Iconic Brand; c) Gucci' s Turnaround: Repositioning and Rebuilding the Company