

Charles Taylor, PhD

John A. Murphy Endowed Chair Professor of Marketing; Senior Research Fellow at the Center for Marketing and Consumer Insights | Villanova School of Business at Villanova University

Villanova, PA, US

Charles "Ray" Taylor, PhD, is a go-to source on advertising, international marketing, branding and consumer behavior

Biography

Dr. Taylor is a prolific scholar and regular media commentator in the fields of advertising, branding and marketing, with a focus on the advertising for major televised events such as the Super Bowl, the Olympics, and the World Cup. He has taught courses in Germany, Korea, Austria, China, and the Czech Republic and has given lectures at many locations throughout the world. Professor Taylor has published more than 100 books, journals, and conference papers. He has consulted with companies including General Motors, Philip Morris USA, and Clear Channel Communications. Professor Taylor currently serves on the Editorial Review Boards of Journal of Public Policy and Marketing, Journal of Advertising, Journal of Consumer Affairs, Journal of Business Research, Psychology and Marketing, Journal of Marketing Communications, and Journal of Current Issues and Research in Advertising.

Industry Expertise

Education/Learning, Research

Areas of Expertise

Business, Black Friday , Big Event Advertising, Marketing, Advertising, Market Research, Advertising Regulations, Marketing Strategy, Superbowl Advertising, Branding, Retailing

Affiliations

Editor in Chief, International Journal of Advertising , American Academy of Advertising (Former President), American Marketing Association, Korean Academy of Marketing Science, European Academy of Marketing

Education

Michigan State University
PhD

Michigan State University
MBA

University of Michigan
BA

Select Accomplishments

The McDonough Family Faculty Award
2018

Flemming Hansen Award for Outstanding Lifetime Achievement in Advertising Research
2017

Ivan L. Preston Award for Outstanding Lifetime Contribution to Advertising Research
2012

Villanova University Outstanding Faculty Research Award
2009

Journal of Advertising, Best Paper Award
2008

Provided Congressional Testimony on Outdoor Advertising
2003

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