

Julie Pirsch, PhD

Senior Associate Dean for Teaching and Programs; Associate Faculty Director, Center for Marketing & Consumer Insights; Teaching Professor, Marketing & Business Law | Villanova School of Business at Villanova University

Villanova , PA, US

Julie Pirsch, PhD, is an expert in product marketing, new product development, and innovating teaching and learning.

Biography

Julie Pirsch, PhD, is Associate Dean of Teaching & Learning, Associate Faculty Director of the Center for Marketing and Consumer Insights and Teaching Professor of Marketing & Business Law at Villanova School of Business (VSB). Her position as Associate Dean of Teaching and Learning makes her an ideal media source on experiential teaching and learning initiatives and best practices related to the student experience across undergraduate, graduate and executive programs. She is also an expert on product marketing and new product development. Pirsch also serves as Faculty Director of the Summer Business Institute at Villanova School of Business, a full-time, 16-credit program for non-business majors focused on finance, economics, accounting, marketing, management, and corporate responsibility.

Areas of Expertise

Business, Product Marketing, Career Preparation, Marketing, Experiential Teaching Methods, New Product Development

Affiliations

?market u?, Marketing Student Engagement Initiative - Developer, Team Leader and Coordinator, Course Coordinator, Competitive Effectiveness

Education

Temple University Fox School of Business

PhD

Duke University Fuqua School of Business

MBA

University of Michigan

BA

Select Accomplishments

2017 Lindback Award for Teaching Excellence, Winner
The Christian R. and Mary F. Lindback Foundation

2014 Thomas J. Carmody, Jr. Award
Villanova University School of Business

2012 Gerald Dougherty Teaching Excellence Award
Villanova University

2007 Emerald Literati Highly Commended Award
Journal of Consumer Marketing

2006 Development of Teaching Innovation Award
Villanova University

2006 Research Excellence Award
Center for Responsible Leadership and Governance

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