

Linda Mullen

Associate Professor at Georgia Southern University

Statesboro, GA, US

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Biography

Linda G. Mullen is an associate professor of marketing who joined the faculty at Georgia Southern University in August 2004. Her teaching is in the areas of general marketing, sales, advanced sales and sales management. She teaches the sales classes face-to-face and has taught sales management online. Advanced sales classes give students interested in a sales career the opportunity to become academically certified in "SPIN SELLING." Students have the opportunity to compete in sales competitions and several career fairs through the classes. Mullen recently returned from Ireland in a student travel abroad semester. Research interests are in the area of consumer behavior, white collar crime, pedagogy, and sales. Her research has been published in Marketing Education Review, Journal of Marketing Education, The CPA Journal, Journal of Forensic Studies in Accounting and Business, and Journal of International Case Studies. Service includes co-director of the Center for Sales Excellence and Faculty Senate. Dr. Mullen also advises Beta Gamma Sigma and Sigma Phi Epsilon. Honors and Awards include Dean's Citation for Student Engagement; Nominated for Georgia Southern University Award for Excellence in Contributions to Instruction; Brown & Williamson Faculty Award; University of Georgia Fellows Teaching Award; Innovations in Teaching Strategies Retreat ? Center for Excellence in Teaching; and Member Beta Gamma Sigma Honor Society.

Areas of Expertise

Sales Management, Sales, White Collar Crime , Consumer Behavior, Pedagogy, General Marketing

Education

Southern Illinois University

Ph.D. Marketing

Southern Illinois University

M.B.A. Marketing

Western Michigan University

B.A. Communications

Accomplishments

**Sales Education Foundation: Center for Sales Excellence -Award as a top Sales Center in the country
2012 - 2015**

**Center for Sales Excellence chosen to host CH Robinson's Southeast Regional Meeting
2016**

**Region III National Excellence Award for Service-Learning (Awarded to University as part of
Fellowship Group)
2015**

**Nominated for First Year Experience Faculty Teaching Award
2014**

**Faculty Service Awards \$1,000
2013**

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