

Michael Payne, Ph.D.

Associate Professor, Undergraduate Program Director at Milwaukee School of Engineering
Milwaukee, WI, US

Dr. Michael Payne is a Market Research expert and the Undergraduate Program Director for the Rader School of Business.

Biography

Dr. Michael Payne is an associate professor and Bachelor of Business Administration program director in MSOE's Rader School of Business. He has more than 12 years of corporate experience in sales and marketing analysis of national and regional brands. Prior to joining the MSOE faculty, he worked for Miller Brewing Company in consumer insights, strategic initiatives, sales, brand positioning, and brand analysis. Payne also was a research consultant for Wachovia, and a research manager for Sears, Roebuck and Co.

Teaching Areas

Market Research

Upper-division class focusing on the tools and techniques to uncover consumer insight.

Advertising

Utilize advertising strategies to address current business needs.

Branding and Brand Management

Focus is on developing and maintaining brand relevance and differentiation in the marketplace.

Education, Licensure and Certification

Ph.D.

Communication University of Arizona

M.A.

Communication Arts University of Cincinnati

B.A.

Communication, Radio-Television Bowling Green State University

Accomplishments

Falk Engineering Educator Award, MSOE
2014

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