

**OFFICE ADDRESS:**

Department of Communication  
University of South Florida, CIS 1040  
Tampa, FL 33620-7800

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Ph.D. University of Michigan, 1977, Communication/Psychology (Interdisciplinary Major)

M.A. San Diego State University, 1972, Communication Major

B.A. Brigham Young University, 1970, Political Science/Communication Major

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Professor, Department of Communication, University of South Florida, 1989-Present

Professor-in-Residence, Department of Marketing, University of South Florida, 1991-Present

Director, Center for Organizational Communication, University of South Florida, 1982-1994

Associate Professor, Department of Communication, University of South Florida, 1984-1989

Assistant Professor, Department of University of South Florida, 1982-1984

Research Associate, Peabody College of Teachers, Vanderbilt University, John F. Kennedy Center for Research, 1981-82

Research Assistant Professor of Human Psychology, Peabody College of Teachers/Vanderbilt University, 1981-82

Assistant Director, Vanderbilt Medical Center, Office of Communication Research, 1981-82

Assistant Professor, Medical Administration, Vanderbilt University Medical School, 1977-81

Research Assistant, University of Michigan, Educational Research Grant, 1975-76

Teaching Assistant, University of Michigan, 1975-77

Graduate Teaching Fellow, San Diego State University, 1970-72

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Health Communication

Influencing Public Opinion

Integrated Marketing Communications

Corporate Reputation & Communication

Psychometrics and Behavioral Research Methodology

Human Persuasion

Management Practices



Pettegrew, Loyd S. & Vance, Carol A. (2012) *The Sev*





- Program Development Committee for the SCA "Applied Communication in the 21st Century" Conference in Tampa, FL, March 1991. This work included assistance with site location, program design, and corporate fundraising that resulted in approximately \$10,000 in financial support for the conference.
- Editorial Board, *Southern Communication Journal*, 1990-92.
- Chair, USF Marketing Task Force, 1990-1992.
- Florida Chamber of Commerce Research Committee including the development and oversight of "Funding Florida's Future: Tax Alternatives and their Consequences." 1989-1992.
- Participant, Emory University Business School Symposium for Communications and Information Industry Executives, Atlanta, 1990.
- Designed and chaired, "Managing Corporate Communication in a Crisis," a program sponsored by the Annenberg School of Communications (USC) and the Arthur W. Page Society. (September 1989)
- Discussant, "Communication as A Strategic Weapon," A Conference sponsored by Kellogg School of Management and Medill School of Communications, Northwestern University. (November, 1989)
- Chairman, Research Committee and Trustee of the Arthur W. Page Society (1989-1990).
- Member, Research Council, Florida Chamber of Commerce Foundation (1990).
- Trustee, Multiple Sclerosis Society (1990).
- Editorial Board, *Communication Education* and *Journal of Applied Communication Research*.
- Member, Research Council, Florida Chamber of Commerce Foundation, (1988-1991).
- Chairman, Research Committee, Arthur W. Page Society (1989-1991).
- Editorial Board, *Communication Education* (1988-89).
- Editorial Board, *Journal of Applied Communication Research* (1988-1989).
- Reviewer, *Southern Speech Communication Journal* issue on Applied Communication Research, 1988-93.
- Board of Trustees, Multiple Sclerosis Society, Suncoast Chapter (1986-88).
- Member, Arthur W. Page Society (1986-1988).
- Chairman, Nominating Committee, International Communication Association, 1984-1985).
- Chairman, Health Communication Division, International Communication Association (1981-1984).
- Consulting Editor, *Human Communication Research* (1981).
- Editorial Board, *Progress in Communication Sciences* (1982-1987).
- Journal Reviewer/Referee, *Communication Education*, *Journal of Occupational Behaviour*, *Journal of Educational Psychology*, *Journal of Communication*, *Southern Communication Journal* (1985-1990).
- Publication Board, *Journal of Applied Communication Research* (1982-1988).

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- “2004 BrightHouse Networks Leadership Competitiveness Seminar.” Program developer and facilitator, \$2,500.
  - “2004 Yamaha U.S.A. Executive Teamwork & Leadership Seminar.” Program developer and lead trainer, \$31,000. Executive management training program for president and all vice presidents of Yamaha U.S.A.
  - “2003 Over-the-Top Customer Service Seminar for Media General Newspaper Division.” Program developer and lead trainer, \$56,000. Top level management training program for all Media General’s newspaper properties in the southeast.
  - “2002 USF Health Sciences Center (HSC) Leadership Research,” Principal Investigator for “L? XÀ





“The New College at USF Incoming Student Survey,” 1986. \$1,700.

“The Tampa Apartment Association Professional Development Seminar Series,” 1986. \$2,500.

“The Lincoln Property Company Harbour Island Visitor Market Survey of Hillsborough County,” 1986. \$12,300.

“The Tampa Electric Company Speakers Bureau Seminar,” 1986. \$4,100.

“AT&T American Transtech Teleservice Market Feasibility Study,” 1985. \$19,000.

“The Humana Inc. Pinellas County Health Care Market Survey,” 1985. \$7,700.

- Kodish, S. & Pettegrew, L.S. "A Communication Approach to the Perplexing Marketplace: Can Communication Theory Add Insight?" Paper presented to the Public Relations Division of the National Communication Association Convention, Chicago, IL. November, 2007.
- Kodish, S. & Pettegrew, L.S. "The Perplexing Marketplace: Can Communication Theory Make It More Friendly?" Paper presented to the American Marketing Association Convention, Washington, D.C.. October, 2007.
- Pettegrew, L. S. "Examining the continuing resistance to IMC adoption by U.S. corporations." Paper to be presented to the Southern Communication Association Convention, Spring 2004.
- Pettegrew, L.S. "Necessity: The Big Mamma of IMC Invention: Case Study of Continental Airlines." Paper presented to the Southern Communication Convention, April, 2004.
- Pettegrew, L. S. "The problems with just good marketing as communication." Address to be given at the Integrated Marketing Communication Conference, Northwestern University, Spring, 2002.
- Pettegrew, L. S. "Marketing the newspaper in the age of the Internet." Keynote address to the Southern Newspaper Publisher's Association Annual Meeting, Tampa, FL. November, 1998.
- Pettegrew, L. S. "Marketing communications requirements of multi-national corporations in a global business environment." Paper read at the Organizational Communication Division of the International Communication Association, Chicago, 1996.
- Pettegrew, L. S. "Traditional business' need to capture the attention of America's youth market: Challenges for AT&T." Keynote address to the AT&T Youth Marketing Conference, Basking Ridge, NJ, 1996.
- Pettegrew, L. S., Garko, M. & Blanco, S. R. "The neglected role of communication in corporate social performance." Paper presented to the Organizational Communication Division of the International Communication Association, Sydney, Australia, 1994.
- Pettegrew, L. S. "Corporate challenges in marketing and recruiting GEN-Xers for the coming millennium." Paper presented to the Annual Meeting of the Arthur W. Page Society, New York, 1994.
- Blanco, S. R., Garko, M. & Pettegrew, L. S. "An empirical test of measures of corporate social responsibility." Paper presented to the Organizational Communication Division of the International Communication Association, Miami, 1992.
- Pettegrew, L. S. & Ruddell, T. "The I.A.B.C. Corporate Doctrine Survey: Final Results." Paper presented to the Public Relations Interest Group at the International Communication Association Convention, San Francisco, 1989.
- Pettegrew, L. S. Corporate public relations as narrative. Paper presented to the Arthur W. Page Society Spring Seminar, New York, 1987.
- Pettegrew, L. S. & Thomas, R. C. Communication, role strain and adjustment of Vietnam veterans. Paper presented to the Health Communication Division of the International Communication Association Convention, Montreal, 1986.
- Pettegrew, L. S. A critical review of health communication research during the past decade. Pape(o)-8(c)6n,1



Pettegrew, L. S., Norton, R. W., & Land, S. Communicator style correlates of attraction. Paper presented to the Interpersonal Communication Division, International Communication Association Convention, Chicago, 1975.

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- i Chaired 1 doctoral dissertation committee in Information Systems & Decision Sciences, 1994
  - i Served on 8 doctoral dissertation committees in Marketing, Communication and Applied Anthropology, 1985, 1995, 1996, 2002, 2003 (4), 2004 (3)
  - i Chaired 2 masters thesis committees, 1983, 1999
  - i Served on 6 masters thesis committees, 1983, 1987, 1988, 1999, 2000, 2001, 2003

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Psychological measurement (including assessing validity & reliability)

Large sample survey research

Metric & non-metric multidimensional scaling including factor analysis

Multiple regression analysis (both with and without multicollinearity present)

Multiple Classification Analysis & ANOVA

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MAR 7931—Communication in Marketing Organizations

COM 7325—Interpreting Quantitative Research

Organization (COM 7325) Interpreting Marketing Communication Research (r s) 53 Mark 2 Car 3 both with a Co Tw 1h Tf >>Boio