

# Arianna R. Uhalde

Office: Hoffman Hall (HOH) 606  
Los Angeles, CA 90089

Phone: (707) 843-0873  
Email: uhalde@marshall.usc.edu

## CURRENT EMPLOYMENT

---

USC Marshall School of Business, Marketing Department August 2017 - Present  
*Assistant Professor of Clinical Marketing* (2019 - Present); *Adjunct Professor of Marketing* (2017 - 2019)

USC Athletics Culture and Programming Initiatives January 2019 - Present  
*Director of Research and Impact* (2020 - Present); *Researcher* (2019 - 2020)

Market Research Consulting May 2017 - Present  
*Independent Contractor*  
Select Clients: Los Angeles Football Club (LAFC), MORE Labs, The Honest Company

## EDUCATION

---

University of Southern California, Marshall School of Business, Los Angeles, CA  
Ph.D. in Marketing (Concentration: Consumer Psychology and Behavior)

Duke University, Durham, NC  
B.A. in Psychology (Graduation with Distinction); B.A. in Public Policy Studies; Certificate in Markets & Management

## TEACHING

---

\*All courses adapted for online delivery for Spring 2020 - Spring 2021; hybrid delivery during Fall 2021

### *Undergraduate Elective Courses*

- *MKT 404: Happiness and Wellbeing in the Marketplace*, Fall 2019 - Present (developed course in early 2019)  
Examine happiness and wellbeing in consumer culture, integrating insights from various fields (e.g., psychology, sociology, public policy) into discussions about business, individual wellbeing, and societal welfare
- *MKT 405: Advertising & Promotion Management*, Fall 2017 - Present  
Develop skills for effective marketing communication and promotion (e.g., influencer marketing, event sponsorship), and understand common components of a marketing communication plan, including analysis, creative strategy, and media
- *MKT 450: Consumer Behavior and Marketing*, Summer 2016, Fall 2017, Fall 2018  
Examine the psychological, social, and cultural factors that influence diverse consumers' attitudes and behaviors, including their acquisition, usage, and disposition of products and services

### *Undergraduate Core Course*

- *BUAD 307: Marketing Fundamentals* - Fall 2020  
Develop a managerial perspective for planning, executing, and evaluating marketing decisions of a firm, including decisions related to products, pricing, placement or distribution channels, and promotion

## TEACHING (CONT.)

---

### *Other Courses*

- USC Summer Programs (hosted by Marshall, Greif Center), Guest Lecturer - Summer 2020, Summer 2021
- USC's Master's in Applied Psychology Program, Guest Lecturer – 2018
- Marshall's Master's in Social Entrepreneurship Program, Research Methods Advisor - Spring 2016

### *Teaching Assistant*

- *MKT 616: Consumer Behavior and Marketing* (doctoral course at USC) - Spring 2015
- *MKT 402: Marketing Research* (undergraduate course at USC) - Fall 2013, Fall 2014, Fall 2015
- *MKT 440: Marketing Strategy* (undergraduate course at USC) - Spring 2013, Spring 2014

## UNIVERSITY SERVICE CONTRIBUTIONS

---

### *USC Marshall School of Business Marketing Department*

- Undergraduate Curriculum Committee Lead August 2021 - Present
  - Leading department efforts to update undergraduate curriculum
- RTPC Faculty Search Committee Fall 2021 - Spring 2022
- University Committee of Academic Review (UCAR), Sub-Committee on Undergraduate Curriculum January 2022
- Presentation on online teaching strategies for Fall 2020, to support faculty teaching online for first time May 2020

### *USC Marshall School of Business*

- Undergraduate Curriculum Committee (UCC), Marketing Department Representative November 2020 - Present
- Presentation on *MKT 404* for Trojan Family Weekend (one of three faculty selected to present) October 2021
- Task Force for Online Teaching Proposals, UCC Representative May 2021 - August 2021
- Presentation on online teaching strategies during Marshall's "Flipping the Classroom" workshop June 2020

### *University of Southern California*

- USC Athletics Research Initiatives (currently serve as Director of Research and Impact) January 2019 - Present
- USC Athletics DEI Advisory Committee September 2021 - Present
- Research Support for USC's Student-Athlete Experience Task Force August 2021 - Present
  - Interdisciplinary team has secured grant for project, "Understanding and Amplifying Student-Athlete Voices to Strengthen Relationships and Build Social Capital." This project aims to: 1) examine the relationships and resources impacting USC student-athletes, 2) identify new processes, programs, and/or policies that could be introduced to support USC student-athletes, and 3) improve the experiences of USC student-athletes and the individuals who interact with them consistently (e.g., faculty; staff of USC Athletics).

### *Student Organization Advising*

- Kappa Alpha Theta (undergraduate organization), Marketing & External Affairs Advisor August 2012 - Present
- Performance Science Club (undergraduate organization), Advisor May 2018 - May 2020

### *Graduate Student Advising*

- Haley Barrows (student in Penn's Master of Applied Positive Psychology program) August 2019 - May 2020

## RESEARCH INTERESTS

---

- Applying academic theory and rigorous research methods in non-academic contexts
- Improving individuals' health, wellbeing, and performance across contexts
- Social marketing (i.e., leveraging commercial marketing strategies to enhance individual wellbeing and societal welfare)
- Consumers' (dis)satisfaction with products, companies, and brands

## RESEARCH CONTRIBUTIONS

---

### *USC Athletics Culture and Wellbeing Initiatives*

- Culture Surveys (for Teams, Department) - ongoing
- Programming Surveys (for Department) - ongoing
- Purpose-Based Performance Program Surveys - ongoing
- Summer Personal Development Institute Assessment (with Annenberg, Marshall faculty partners) - Summer 2021
- COVID-19 Needs Assessment Survey - Fall 2020
- Social Justice Issues and Programming Survey - Fall 2020

### *Conferences (\*denotes coauthor presenter)*

- "Knowledge Forum on Mental Health and Marketing." Panelist (discussing *MKT 404: Happiness & Wellbeing in the Marketplace*, research with USC Athletics) at *Association for Consumer Research North America Conference*. Online: October 2021.
- "Strengthening Corporate Partnerships with Big Data and Fan Feedback: A Case Study of Los Angeles Football Club (LAFC)." with Ryan Bishara\*, Jaime Kelm, Mike Manella, and Max Warwick. Paper presented at *American Marketing Association Summer Academic Conference* (in special session on Sport and Sponsorship-Linked Marketing in the Age of Disruption). Online: August 2020.
- "Responding to Increasing Distress Among College Students: A New Course on Marketing, Consumer Happiness and Wellbeing, and Societal Welfare." Paper accepted for presentation at *Marketing Educators' Association Conference*. Seattle, Washington: April 2020. (Conference cancelled due to pandemic, abstract published in conference proceedings.)
- "Achievement Goals, Perfectionism, and Stress Appraisals Among Elite Athletes." with Haley Barrows\*, Benjamin J. Houlberg, and Glenn Fox. Paper presented at *Association of Applied Sport Psychology Regional Conference*. Long Beach, CA: April 2019.
- "Why Firms Should Be Thankful for Thankful Customers: Incidental Gratitude Enhances Satisfaction with Consumption Experiences." with Valerie S. Folkes. Paper presented at *Association for Consumer Research North America Conference*. San Diego, CA: October 2017.
- "Eliciting Consumers' Gratitude Mitigates Their Negative Reactions to Product Failure." with Valerie S. Folkes. Paper presented at *University of Houston Doctoral Symposium*. Houston, TX: April 2016.
- "Ambivalent Anticipation and Consumption Enjoyment." with Joseph R. Priester. Paper presented at *Social Influence and Attitudes Conference*. Catalina Island, CA: July 2014.
- "How Many Calories Are in My Burrito? Improving Consumers' Understanding of Calorie Range Information." with Peggy J. Liu\*, James R. Bettman, and Peter A. Ubel. Paper presented at the *Annual Meeting of the American Public Health Association*. Boston, MA: November 2013.
- "How Could you Do this to me?: Brand Betrayal and Its Consumer Behavior Implications." with Deborah J. MacInnis. Paper presented at *Association for Consumer Research North America Conference*. Chicago, IL: October 2013.
- "How Could you Do this to Me?: Brand Betrayal and Its Consumer Behavior Implications." with Deborah J. MacInnis. Paper presented at *Consumer-Brand Relationships Conference*. Boston, MA: May 2013.

## RESEARCH CONTRIBUTIONS (CONT.)

---

### *Other Research In Progress*

- “Responding to Increasing Distress Among College Students: A Course for Business Schools Focused on Individual Wellbeing and Societal Welfare,” preparing for submission to *Journal of Marketing Education*.
- “Benefits of Disrupting Your Comfort Zone,” with Chaumanix Dutton and Joe Priester, preparing for submission.

### *Academic Publications*

- Reimann, Martin, Deborah J. MacInnis, Valerie S. Folkes, Arianna R. Uhalde, and Gratiana Pol (2018), “Insights into the Experience of Brand Betrayal: From What People Say and What the Brain Reveals,” *Journal of the Association for Consumer Research* (special issue on Brand Relationships, Emotions, and the Self).
- Liu, Peggy J., James R. Bettman, Arianna R. Uhalde, and Peter A. Ubel (2015), “How Many Calories Are in My Burrito? Improving Consumers’ Understanding of Calorie Range Information,” *Public Health Nutrition*.

## PRESS COVERAGE & ARTICLES

---

- “The Business of Wellbeing: A New Marshall Undergraduate Marketing Course Explores Personal and Professional Wellness Strategies” (July 7, 2020), Marshall News, <https://www.marshall.usc.edu/news/business-wellbeing>
- “How Putting Purpose Into Your New Year’s Resolutions Can Bring Meaning and Results” (December 27, 2019), with Benjamin Houlberg. *The Conversation*, <https://theconversation.com/how-putting-purpose-into-your-new-years-resolutions-can-bring-meaning-and-results-129182>. [over 25,000 reads as of December 2021]

## RECENT TRAININGS & PROGRAMS

---

- Core Components of Branding, virtual training offered by American Marketing Association. August 2021.
- Advertising Education Foundation (AEF) Visiting Professor Program. July 2021.
- Digital Marketing Copywriting, virtual training offered by American Marketing Association. July 2021.
- Adobe InDesign Fundamentals Training. July 2019.

## PROFESSIONAL AFFILIATIONS

---

- American Marketing Association
- Association for Consumer Research
- Society of Consumer Psychology
- North American Society for Sport Management

## OTHER EXPERIENCES

---

- *Media Relations and Public Affairs Assistant*, Duke University Athletic Department (2009 - 2012)
- *Research Assistant*, Duke Fuqua School of Business and USC Marshall School of Business (2009 - 2012)
- *Business Development Intern and Teacher*, Right to Dream Soccer Academy in Accra, Ghana (2009)
- *Research Fellow*, Service Opportunities in Leadership (SOL), Duke’s Sanford Institute of Public Policy (2009)  
Research topics: barriers to success for young athletes in Ghana; minority and refugee experiences in youth soccer

## AWARDS AND HONORS

---

- Marketing Department Excellence in Teaching Award, 2016
- USC Representative at the University of Houston Doctoral Symposium, 2016
- USC Graduate Research Symposium Finalist (university-wide competition), 2015