



4-6-2010

Faculty Member Chosen as 2010 MMA Fellow

Rachel Hatch
Illinois Wesleyan University

Follow this and additional works at: <https://digitalcommons.iwu.edu/news>

Recommended Citation

Hatch, Rachel, "Faculty Member Chosen as 2010 MMA Fellow" (2010). *News and Events*. 1380.
<https://digitalcommons.iwu.edu/news/1380>

This Article is protected by copyright and/or related rights. It has been brought to you by Digital Commons @ IWU with permission from the rights-holder(s). You are free to use this material in any way that is permitted by the copyright and related rights legislation that applies to your use. For other uses you need to obtain permission from the rights-holder(s) directly, unless additional rights are indicated by a Creative Commons license in the record and/ or on the work itself. This material has been accepted for inclusion by faculty at Illinois Wesleyan University. For more information, please contact digitalcommons@iwu.edu.

©Copyright is owned by the author of this document.

Faculty Member Chosen as 2010 MMA Fellow

April 6, 2010

BLOOMINGTON, Ill. - Illinois Wesleyan University's Associate Professor of Business Administration Fred Hoyt has been named the 2010 Fellow of the Marketing Management Association (MMA).

The MMA is a global association dedicated to developing more effective marketing educators and scholars. Founded in 1977, the MMA explores ways in which marketing advances can be implemented effectively in the classroom, in research and in business. The MMA Fellow is recognized for scholarly contributions to the marketing discipline.

Hoyt, who joined the Illinois Wesleyan faculty in 1987, has written more than 50 articles in a variety of areas including marketing services, marketing history and marketing education. He serves as the faculty advisor to the Illinois Wesleyan chapters of the American Marketing Association Club and the marketing honorary society Alpha Mu Alpha.

Graduating with a bachelor's degree from the University of Chicago in 1963, Hoyt earned a master's degree and doctorate from the University of Wisconsin in 1973, and an M.B.A. from Illinois State University in 1984.

A member of the MMA board since 1991, Hoyt has served in a variety of positions with the 400-member organization, including the presidency in 2005.

MMA President John Cherry said that Hoyt "has always been there, offering sound advice and wise leadership. At the right time, in the right place, with just the right touch that inspired our confidence and reminded us always why the Marketing Management Association is so important and special to all of us."

Contact: Rachel Hatch, (309) 556-3960