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Illinois Wesleyan Professor Named President of Marketing Association

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Illinois Wesleyan Professor Named President of Marketing Association

BLOOMINGTON, Ill. — Frederick Hoyt, associate professor of business administration at Illinois Wesleyan University, has been elected president of the Marketing Management Association, the second largest marketing educator organization in the United States.

Hoyt took office at the MMA's spring 2004 conference, which was held in Chicago earlier this month. Hoyt served as program chair for the three-day conference. He previously served on the organization's board and has been the newsletter editor, secretary, and treasurer.

The MMA is a 400-member international 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.

A member of the Illinois Wesleyan faculty since 1988, Hoyt has been active in several other marketing organizations, having served as president of the Central Illinois chapter of the American Marketing Association and also as president of the Midwest Business Health Administration Association.

Hoyt received his bachelor's degree from the University of Chicago, an M.B.A. from Illinois State University, and an M.A. and Ph.D. from the University of Wisconsin. He has published in a variety of journals and international, national, and regional publications in the area of business strategy, Asian business, services, not-for-profit marketing, and marketing history.