



COLLEGE *of* BUSINESS

UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN

NEWS RELEASE

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For Immediate Release

Monroe Honored by AMA at Conference

Champaign, Ill., Feb 11, 2005 – Kent B. Monroe will receive the 2005 AMA/Irwin/McGraw-Hill Distinguished Marketing Educator award on Saturday, Feb 12, 2005, at the AMA's Winter Educators' Conference in San Antonio, TX. The annual award is the highest honor a marketing educator can receive. Recipients must be universally acknowledged as long-standing leaders in marketing education and must have made extensive contributions to marketing education and the marketing discipline in general. He was notified of the honor in Nov 2004.

Monroe was nominated by a dozen faculty members in the Department of Business Administration in a letter co-signed by College of Business Dean Avijit Ghosh. The faculty members cited Monroe's contributions in the areas of research, teaching and mentoring, administration in the College of Business, and public service. His scholarly contributions to the field of marketing, particularly in behavioral pricing research, were well documented in the nomination statement.

A native of Uxbridge, MA, Kent Monroe is the John M. Jones Professor of Marketing in the Department of Business Administration. He has been at the University of Illinois, where he received his DBA, since 1991. He was previously on the faculties of Virginia Polytechnic Institute and State University and the University of Massachusetts at Amherst.

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A pioneer in research on understanding how buyers perceive price information and form value judgments, Monroe focuses his research on the information value of price to buyers. He teaches courses and conducts research in pricing, marketing strategy, and marketing research. His executive training programs on pricing strategy and tactics have been delivered on six continents.

The award, sponsored by the McGraw-Hill/Irwin Co., was first presented in 1985. The American Marketing Association, one of the largest professional associations for marketers, has 38,000 members worldwide in every area of marketing.

Nationally recognized as one of the leading business schools, the College of Business at the University of Illinois Urbana-Champaign has outstanding programs in accountancy, business administration, and finance. The College enrolls approximately 3,000 undergraduates and 850 graduate students in MBA, master's, and doctoral programs.

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More on Kent Monroe: www.business.uiuc.edu/faculty/monroe.html