

ITEM 152-2005-R0911

**Authorization to Confer the Title of Professor Emeritus of Marketing on Richard Semenik;
Montana State University-Bozeman**

THAT

Upon the occasion of the retirement of Richard Semenik from Montana State University, the Board of Regents wishes to express its appreciation for his service to the University, the Montana University System and the people of the State of Montana.

EXPLANATION

Richard Semenik received his B.B.A. from the University of Michigan in 1970, his M.B.A. in 1971 from Michigan State University, and his Ph.D. in Marketing in 1976 from Ohio State University. After a long and distinguished career at the University of Utah, he joined the MSU College of Business in 2000 as Dean and Professor of Marketing. As dean, Dr. Semenik significantly improved the stature and reputation of the MSU College of Business, launching the Center for Entrepreneurship for the New West (which received recognition from Entrepreneur Magazine in 2005 and 2006 for its innovative curriculum); creating minors in international business, entrepreneurship and small business management, and the management of information technology; developing an executive education series; and hiring a significant number of well-respected faculty members. The college received re-accreditation from the Association to Advance Collegiate Schools of Business (AACSB) during his tenure. Only 15% of business schools worldwide are AACSB-accredited.

A nationally and internationally recognized advertising scholar, Dr. Semenik has published numerous books and journal articles. His book, *Advertising and Integrated Brand Promotion*, is one of the leading advertising text books in the country and is now in its 6th edition.

After stepping down as dean, Dr. Semenik served as a member of the marketing faculty, teaching Introduction to Marketing, Marketing Research, and Promotion. He was the 2005 recipient of the Montana Educator of the Year Award given by the Montana Ambassadors.

For these and other contributions, the Board of Regents of Higher Education is pleased to confer upon Dr. Richard Semenik the rank of Professor Emeritus of Marketing at Montana State University, and wishes him well for many years in the future.
