

# SANDRA SCAMARDO LAMPO

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Department of Marketing  
Mays Business School, Texas A&M University  
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## EDUCATION

### **Ph.D., Marketing**

Minor: Statistics  
Texas A&M University, College Station, Texas 2001

### **M.B.A.**

Emphasis in International Marketing  
Southern Methodist University, Dallas, Texas 1995

### **B.B.A., Marketing**

Texas A&M University, College Station, Texas 1993

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## PROFESSIONAL EXPERIENCE

CLINICAL PROFESSOR Mays Business School - Marketing Department Texas A&M University, College Station, Texas	2022 to present
CLINICAL ASSOCIATE PROFESSOR Mays Business School - Marketing Department Texas A&M University, College Station, Texas	2015 to 2022
MARKETING DIRECTOR Christopher's World Grille, Bryan, Texas	2013-2015
SENIOR LECTURER Mays Business School - Marketing Department Texas A&M University, College Station, Texas	2008 to 2013
LECTURER Mays Business School - Marketing Department Texas A&M University, College Station, Texas	2002 to 2008
UNDERGRADUATE ADVISOR Mays Business School - Marketing Department Texas A&M University, College Station, Texas	2006 to 2009
GRADUATE ASSISTANT to Dr. Leonard L. Berry Mays Business School - Marketing Department Texas A&M University, College Station, Texas	1997, 1998, 2000, 2001
GRADUATE ASSISTANT to Dr. Peter A. Dacin Mays Business School - Marketing Department Texas A&M University, College Station, Texas	1999

ASSISTANT BUYER – Couture Leather Accessories  
Neiman Marcus, Dallas, Texas

1996-1997

## **COURSES TAUGHT**

### **Undergraduate:**

#### *FOUNDATIONS OF MARKETING (MKTG 321)*

*Summer 2003, Summer 2005, Fall 2007 (Honors), Fall 2015, Spring 2016, Fall 2016, Spring 2017, Fall 2017, Spring 2018, Fall 2018, Spring 2019, Fall 2019, Spring 2020, Fall 2020, Spring 2021, Fall 2021, Spring 2022, Fall 2022, Spring 2023, Fall 2023*

This course is an introductory CBK course designed to provide students with an overview of the marketing field. Through interactive, high-engagement learning experiences in the classroom, a variety of guest speakers from all areas of marketing, and application-oriented projects in both written and oral formats, students learn about marketing strategy, marketing research, segmentation, product decisions, pricing decisions, promotion decisions, distribution decisions, services marketing and ethics & social responsibility in marketing. MKTG 321 is a Communications Course (C Course) so there is a heavy emphasis on oral, visual and written communication skills through a variety of individual and group assignments.

#### *MARKETING RESEARCH (MKTG 323)*

*Fall 2009, Spring 2010, Fall 2010, Spring 2011, Fall 2011, Spring 2012, Fall 2012, Spring 2013*

This course is designed to familiarize students with the field of marketing research and its application in the business environment. Through in-class exercises, guest speakers and a variety of group projects, students learn how to conduct focus groups, develop questionnaires, analyze qualitative and quantitative data, and ultimately, communicate that information to the decision makers in both written and oral formats. This course is also a Communications Course (C-Course).

#### *RETAIL CONCEPTS & POLICIES (MKTG 325)*

*Spring 2003, Spring 2005, Spring 2007, Spring 2008, Spring 2009*

This course emphasizes practical applications of retailing policies, methods and procedures. Students, in groups, complete a full retail audit on *local companies* in both written and oral formats. This project comprises the Stanley Marcus Retail Communications Competition where I bring in retail executives as judges and is sponsored by Neiman Marcus and the TAMU Center for Retailing Studies.

#### *STRATEGIC RETAILING (MKTG 326)*

*Fall 1998, Fall 2001, Fall 2002, Fall 2003, Fall 2004, Fall 2005, Fall 2006, Fall 2007, Fall 2008*

This course focuses on retail strategy and how to succeed in today's volatile and intensely competitive retail marketplace. Through the study of today's retailers & the great retail entrepreneurs of the past, numerous written assignments on the retail environment, guest speakers from a variety of retailers, as well as in-class short answer and discussion activities, students gain an understanding of the development, implementation and evaluation of retail strategy in today's marketplace.

#### *ADVERTISING (MKTG 347)*

*Spring 2000, Summer 2000, Spring 2001, Summer 2005, Spring 2006*

This course addresses the fundamentals of the advertising process, advertising media, advertising campaigns, advertising methods, research, budgeting and regulatory/ethical issues. With group

projects centered around an in-class advertising competition, in-class exercises/discussions, and guest speakers, students learn how to both create and evaluate effective advertising communication.

### ***ADVANCED RETAIL CASE COMPETITION (MKTG 489/426)***

*Fall 2010, Fall 2011, Fall 2012*

This is a very writing-intensive and communications-driven advanced retail course where students compete in the YMA Fashion Scholarship Fund National Case Competition against schools including Harvard, Wharton, Cornell, Parsons The New School for Design and the Fashion Institute of Technology for a \$5000 scholarship and a guaranteed internship in the Fashion Industry in New York City. Competing in this case study competition requires students, individually, to complete a retail audit where they conduct both primary and secondary research, perform competitive analyses, assess current promotional strategies (including social networking and e-/m-commerce), and develop strategic recommendations for effective retail strategy in today's dynamic, competitive fashion industry.

### **Graduate:**

### ***FUNDAMENTALS OF MARKETING (MKTG 621 for MS MKTG students)***

*Summer 2020, Summer 2021, Summer 2022*

Marketing Bootcamp designed to provide students with foundational marketing knowledge & tools for effective marketplace implementation of marketing strategy and preparation for future coursework within the MS MKTG Program. We explore the role marketing plays in a business, environmental influences that impact marketing decision-making, strategic marketing fundamentals, and managerial issues related to the marketing mix decision variables. Students earn a variety of Marketing Certifications, develop Professional Communication Skills in oral, written and visual formats and learn/use Team Collaboration tools. Students engage in a Marketing Simulation and all lessons will be heavily influenced by current events with a focus on future trends.

### ***SURVEY OF MARKETING (MKTG 621)***

*Fall 2002*

With a focus on case studies and class discussion, this course provides graduate students with a broad view of marketing and the role marketing plays in the business world.

## **RESEARCH PUBLICATIONS & CONFERENCE PRESENTATIONS**

Parish, Janet Turner, Sandi Lampo and Leslie Seipp (2019), "How to Turn Groups into Effective Teams," 2019 Texas A&M University Transformational Teaching and Learning Conference.

Lampo, Sandi (2016), Invited Panelist at the 2016 Texas A&M University Pedagogy Project Lunch Forum – "Teaching Large Class Sizes."

Parish, Janet Turner, Sandi Lampo and Kristin Landua (2015), "Relationship marketing: Berry's insights from the past and for the future," in Robert M. Morgan, Janet Turner Parish, and George Deitz (Eds.) *Handbook of Research in Relationship Marketing*, Elgar Publishing, 16-31.

Berry, Leonard L. and Sandra S. Lampo (2004), "Branding Labour-Intensive Services," *Business Strategy Review* 15 (1), 18-25.

Berry, Leonard L. and Sandra S. Lampo (2000), "Teaching an Old Service New Tricks – The Promise of Service Redesign," *Journal of Service Research* 2 (3), 265-275.

Scamardo, Sandra and Peter A. Dacin (1998), "Consequence of Attribution and Price on Service Recovery Expectations – A Dyadic Perspective," presented at the Frontiers In Services Conference, Vanderbilt University.

## HONORS AND AWARDS

Provost Academic Professional Track (APT) Faculty Teaching Excellence Award, 2022-2023

CBK Global Mindset Proposal with Janet Parish and Leslie Seipp approved/funded by the MAYS Center for International Business Studies for implementation, Fall 2021

Remote Education Hero, TAMU Mays Business School, 2020

Herb Thompson Teaching Award, TAMU Mays Business School Marketing Department, 2018

Identified as a "Campus Resource/Point Person" by TAMU for the *Transformational Teaching Practices* of Flipping Classrooms & Active Learning, 2017

Mays Business School Summer Teaching Performance Recognition Grant, 2010, 2011, 2012, 2017

Invited Panelist at the first, university-wide TAMU Pedagogy Project Lunch Forum – focusing on teaching large classes, Fall 2016

- Only 4 panelists were chosen from across the TAMU campus to discuss "ways to improve student success and retention through motivating and engaging classroom instruction" in large classroom settings.

MKTG 321 Syllabus used by the Aggie Honor System Office in their training of Honor Council members and colleagues across campus as an exemplary example of utilizing "multiple and dynamic ways" to communicate Integrity expectations to students, 2016

TAMU MSC OPAS Service Recognition Award, 2016

In three years, thirteen of my MKTG 489/426 Advanced Retail Case Competition students won \$65,000 in YMA FSF National Case Competition scholarships. Each student, competing against schools such as Harvard, Wharton, Cornell, Parsons The New School for Design and the Fashion Institute of Technology, won a \$5000 scholarship and an internship opportunity in the fashion industry in New York City.

Texas A&M University Association of Former Students Faculty Distinguished Achievement Award in Teaching (**University Level**), 2010

Texas A&M University System Student Led Award for Teaching Excellence (SLATE) Recipient (Top 5% of all award winners) for MKTG 323 Marketing Research, 2009

Texas A&M University System Student Led Award for Teaching Excellence (SLATE)  
 Recipient for MKTG 326 Strategic Retailing – the first semester the award was given, 2008

Texas A&M University Association of Former Students Teaching Award (**College Level**), 2008

Highlighted in Inquiry/Research-based Education of Undergraduates of TAMU by the Office of Institutional Assessment showcasing my Retail Concepts & Policies course (MKTG 325) as an example of good practice of Inquiry based learning, 2007

Business Student Council Faculty Member of the Month, April 2007

Texas A&M University Howdy Camp Namesake Recipient 2003-2004

Center for Retailing Studies Professor of the Year Award, 2003

Department of Marketing Doctoral Student Teaching Effectiveness Award, 2001-2002

Mays Business School Outstanding Graduate Student Teaching Award, 2001

Chosen as “Professor of the Semester” by the Phi Beta Lambda Business Fraternity, 2001

Listed as one of the "Top 25% Most Effective Teachers for Spring 2000" by Texas A&M University

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## **SERVICE**

Mays Marketing Department Undergraduate Programs Committee – Committee Member, 2006 – 2013, 2016 – present

Interview/select/manage all candidates for all MKTG 321/409 Classroom and Admin TA candidates, Fall 2016 – present

Mays Marketing Department Online Teaching Taskforce – Committee member, 2020 – present

Mays Marketing Department Teaching Mentor for New Faculty, 2021 – present

Interview/select/manage all candidates for Faculty TA Pool for Marketing Department, 2019 – 2022

Mays Marketing Department Teaching Dual Delivery Bootcamps to both individual faculty members and groups of faculty from the Marketing Department and other departments within Mays, 2020

Mays Marketing Department APT Search Committee, 2020

Invited Member of the Mays Transformational Leader Workshop for the development of an implementation strategy for the Mays Strategic Initiative – Mays Transformational Leader, 2017

Mays Core Business Knowledge Faculty Committee – Chair of the Committee, 2016 – 2017, Committee Member 2015 – 2016

Organized/Implemented the college-wide *Currently* MAYS Discussion Series – featuring the Deans, 2016

Coordinated a CBK/ExxonMobil Integration Event, 2017

- Addressing the Mays Grand Challenge of Energy, ExxonMobil executives gave an Overview of the Energy Industry & Outlook on Energy and Climate to our CBK Faculty

Mays Business School Commencement Ceremony Marketing Department representative: MS in Marketing Ceremony Fall 2015 & Undergraduate Ceremony, 2016

Guest Speaker for PREP, a Mays Business School Freshman Leadership Organization (FLO), 2016

Guest Speaker at the Mays Curriculum & Assessment Workshop, 2016

Marketing Department Herb Thompson Teaching Award Committee, 2015

Support the undergraduate advisors for the TAMU Marketing Department through advisor training seminars/meetings, communication with students, and developing and implementing innovations in all areas of advising from student registration to specific advising duties, 2009 – 2013

Marketing Department Faculty Panel member for Instructional Material Compliance, 2009 – 2013

Mays Undergraduate Curriculum & Assessment Committee, 2009 – 2012

Converted MKTG 323: Marketing Research into a Communications “C” Course, 2012

Guest Speaker for Dr. Leonard Berry’s MBA and MS Services Marketing course, 2011

Mays Communications Workgroup, 2010

AFS College Level Faculty Distinguished Achievement Award for Teaching – Departmental Committee, 2010.

Guest Speaker for Dr. Ben Welch’s *Introduction to Business* course in Fall 2010

Doctoral Student Teaching Mentor, 2008

Mays Business School Transitions Freshman Business Initiatives Program – Marketing Career Lecturer, 2007

Mays Business School Scholarship Committee member, 2006 – 2009

TAMU Center for Retailing Studies Faculty Council member, 2006 – 2009

Marketing Department Undergraduate Advisor, 2006-2008

- Developed a Marketing Department Advising website, created an online advising appointment system for students (resulting in over 80% of our Marketing majors that semester signing up for advising appointments), developed a forcing policy for Marketing majors to help coordinate/streamline the process, advised hundreds of undergraduate students each year.

TAMU Center for Retailing Studies Retailing Career Mentor, 2003 – 2013

Faculty Judge for the Annual Outstanding Retailing Teaching Award, given by the  
National Retail Federation, JCPenney and the TAMU Center for Retailing Studies: 2004, 2005

Guest Speaker for the Advertising Federation of America student organization at TAMU, Fall 2000

Reviewer/judge for TAMU Center for Retailing Studies Scholarship Awards, Spring 2000