

Marketing expert to speak at EKU

Tatham heads Burke Marketing Research

The head of one of the largest marketing research firms in the world will speak at Eastern Kentucky University Friday, Nov. 19.

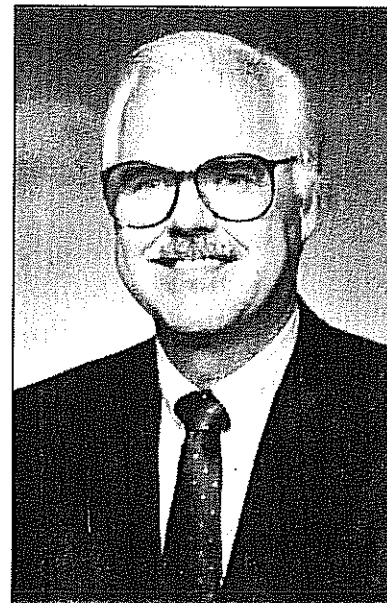
The EKU College of Business and the Richmond Chamber of Commerce have announced that Dr. Ronald Tatham, president and chief executive officer of Burke Marketing Research Inc., Cincinnati, will visit the EKU campus as part of the College of Business Executive-in-Residence Program. Tatham will address students, faculty and area business leaders in an 8 a.m. program in Room 100 of the Burrier Building. A reception at 7:30 will precede the program. Both the reception and the program are open to the public.

Burke Marketing Research, with over 600 employees and net sales of over \$25 million in 1992, is an industry leader in custom

research areas such as customer satisfaction, price optimization, concept/product testing and image research. Its client group consists of many Fortune 100 companies, including Procter and Gamble, Brown and Williamson, Kimberly-Clark, Frito-Lay, Microsoft and KFC.

Before joining Burke, Tatham was a professor on the graduate business faculty of Arizona State University. Previously, he had taught at the University of Cincinnati and Kent State University. In addition, he consults regularly with a variety of U.S. and international advertising, retailing, and manufacturing organizations.

The program, entitled "Critical Factors in the Marketing Research Proposal," will focus on how to request a marketing research proposal, the importance of careful problems identification and what the research proposal



DR. RONALD TATHAM

should contain.

EKU's College of Business launched the Executive-in-Residence Program last year to bring business and governmental leaders on campus to discuss business-related issues with students, faculty and community business leaders.

For additional information, contact the College of Business at 622-1409 or the Richmond Chamber of Commerce, 623-1720.