

Zoë Jensiene Godfrey, PhD

Curriculum Vitae

zoejgodfrey@gmail.com

Academic Work Experience

August 2023-
current

Clinical Assistant Professor of Marketing, *Kelley School of Business, Indiana University*

- **Co-Director of the Consumer Marketing Workshop**, a consumer-marketing special interest group for undergraduate students, involving academic training and networking with industry leaders (e.g., Procter & Gamble, Mattel, Scott's MiracleGro, Conagra, Eli Lilly, and more)
- **Honors I-Core Coordinator**, orchestrating 10 faculty across 5 disciplines for the instruction of Honors I-Core, a cornerstone of the Kelley experience that is often referred to as the most challenging undergraduate semester for Kelley Honors students

2018-2023

PhD Candidate, *LeBow College of Business, Drexel University*

- Dissertation Title:
 - Active Listeners: Three Essays on the Antecedents and Consequences of Consumers' Active Engagement with Music in Marketing Contexts
- Taught independent classes (Consumer Behavior, Professional Personal Selling), and recitation classes (11 sections total)
- Won teaching awards at the department and college level (see details below)
- Selected as a 2022 SMA Doctoral Consortium Fellow

Honors I-Core Marketing Management (M304), Indiana University, Bloomington

(ongoing) Fall 2025
Fall 2024
Fall 2023

This course is part of Honors I-Core, and is required for graduation from the Kelley Undergraduate Honors program. Honors I-Core is a semester during which students take coordinated Marketing, Finance, Operations, Strategy, and Leadership classes. They work in groups to develop a business plan throughout the semester, and present it to guest judges at the end of the semester.

3 Sections per semester; 48-52 students per section
Undergraduate Juniors, >95% non-marketing majors

Comments and metrics
from Fall 2024 Course
Evaluations:

"The use of real world examples and discussions on what marketing strategies companies use was very helpful. I do feel as though I am leaving this course with knowledge I did not have before that I can apply to my career and day-to-day life"

"Her enthusiasm and the ability to explain things clearly. She uses a lot of examples to give you clarity which is really helpful."

"Professor Godfrey came very prepared to class and always used real world examples to illustrate concepts. She was very passionate about the material, and got the class engaged through group assignments."

"The instructor displayed an enthusiastic interest in the subject matter of this course" = **6.45/7**

"The instructor was well-prepared for class meetings" = **6.12/7**

"The instructor made the subject matter more meaningful to me through the use of examples and applications" = **5.64/7**

"The instructor created an environment in which students felt comfortable asking questions and expressing their views." = **5.93/7**

Marketing Strategy (M450), Indiana University, Bloomington

Spring 2025 Spring 2024	This course is a requirement for seniors graduating with a Marketing major. The course utilizes "Marketing Strategy" by Palmatier & Sridhar, focusing on the principles that 1) all customers differ, 2) all customers change, 3) all competitors react, and 4) all resources are limited. To illustrate these concepts, the course also includes exercises in the MarkStrat (StratX) business simulation. 3 sections per semester; 47-55 students per section Undergraduate Senior Marketing Majors	
Comments and metrics from Spring 2025 Course Evaluations:	"Dr. Godfrey is a super energetic professor. She is readily available for questions all of the time and makes sure that everyone is on the same page during lecture before moving on." "I liked how Zoe used real world examples to make the subject matter more meaningful and easier to digest. If anyone had questions, she would back track and come at the topic from a more simplified version to make sure everyone was able to understand." "She is the nicest and the most supportive professor to her students, and she is the most enthusiastic professor about the subject she teaches." "I thought she was very approachable and kind. I met with her for office hours on multiple occasions and she was always available and willing to help. I would say she's my favorite professor this semester." "Professor Godfrey created a comfortable environment for students to be okay with messing up in <i>Markstrat</i> and learning from their mistakes. She was always available to give advice and was just overall a great professor."	"The instructor made the subject matter more meaningful to me through the use of examples and applications." = 6.20/7 "The instructor was well-prepared for class meetings" = 6.46/7 "The instructor displayed an enthusiastic interest in the subject matter of this course." = 6.66/7 "The instructor created an environment in which students felt comfortable asking questions and expressing their views." = 6.43/7

I-Core Marketing Management (M370), Indiana University, Bloomington

Summer 2025 Summer 2024 (Remote synchronous/asynchronous)	This is part of General I-Core, and is a requirement for all non-honors undergraduate Kelley students. I-Core is offered in an online format in the summer to accommodate students with scheduling conflicts in Fall or Spring semesters. I-Core is a semester during which students take coordinated Marketing, Finance, Operations, and Strategy classes. At the end of the semester, students work in teams to complete a business case study project. 1 section / semester Undergraduate Juniors, >85% non-marketing majors	
Comments and metrics from 2024 Course Evaluations:	"I enjoyed the lectures as Professor Godfrey kept classes engaging even in this online environment. It made it easy to pay attention." "I liked the examples that the instructor used to help explain things and to break down the material." "I enjoyed the use of real-world examples in class and application-based assignments as I felt these helped provide meaning to the material I was learning."	"The instructor displayed an enthusiastic interest in the subject matter of this course" = 6.45/7 "The instructor was well-prepared for class meetings" = 6.33/7 "The instructor made the subject matter more meaningful to me through the use of examples and applications" = 6.14/7 "The instructor created an environment in which students felt comfortable asking questions and expressing their views." = 6.43/7

Teaching Experience during PhD Program, Drexel University's LeBow College of Business

Spring 2022	Professional Personal Selling	Student Evaluation: 3.90/4
Fall 2021		Student Evaluation: 3.86/4
Spring 2021 (Remote synchronous)	Consumer Behavior	Student Evaluation: 3.50/4

Academic Service

Co-Director of the Consumer Marketing Workshop (CMW) August 2025-current	• Oversee the student government of the workshop, including recruitment, interviewing, and approving applications for the incoming undergraduate cohort • Invite guest industry speakers to campus from major corporate partners • Organize several field trips to corporate partners' headquarters • Teach "boot camp" course of consumer marketing basics to new CMW members (Spring 2025)
Honors I-Core Coordinator August 2024 – current	• Coordinate Honors I-Core faculty, orientation, and course logistics • Facilitate communication, project planning, and grading among faculty • Manage the Honors I-Core Canvas site for student teams and mentors • Oversee student project pitches and final presentations • Coordinate alumni mentor involvement and engagement • Support course enhancements and conflict resolution • Report to the Faculty Chair, Undergraduate Honors Program
Advising Students with Research Interests Fall 2023 – current	• Students request advising on their research. Examples include: ○ Senior Honors Thesis Projects: ▪ Movie Promotion Timeline and Box Office Metrics ▪ Factors Influencing Release of "Skins" for Overwatch Heroes • Mentoring an undergraduate student interested in a research career, and teaching her introductory research methods by involving the student in my ongoing research project ○ Topic: Consumer Proclivity to Repair or Replace Products at Different Stages of the Product Life Cycle
Invited Speaker April 1, 2025 October 18, 2024	• Kelley Women's Leadership Institute • Prospective Students' Lecture
Business in Cosmetics Club, IU Spring 2025 – current	• Advising students as they launch a club at the Kelley School related to careers in the cosmetics industry
American Marketing Association, Indiana University Chapter Fall 2023 – Spring 2024	• Advisor to club activities and planning • 2024 AMA ICC Advisor and Chaperone, New Orleans, Louisiana
Field Trip Chaperone February 9, 2024	• Consumer Marketing Workshop, Procter and Gamble Headquarters Visit
Academic Reviewer Ongoing	• Business and Society Review • Journal of Public Policy and Marketing • Society and Business Review • Italian Journal of Marketing

Education

PhD in Marketing, Consumer Behavior	LeBow College of Business Drexel University
Master of Business Administration	Drucker School of Management Claremont Graduate University
Bachelor of Science in Marketing Bachelor of Arts in Music Honors Program, <i>Summa Cum Laude</i>	La Sierra University

Publications

- Godfrey, Z. and D. Korschun. (2024). **Stop Me If You've Heard This One Before: Identity-Based Consumer Responses to Music In Marketing Contexts.** *AMS Review*.
- Korschun, D. and Z. Godfrey. (2020). **Corporate Political Activism and Employee Responses.** In D. Haski-Leventhal, L. Roza, & S. Brammer, (Eds.). *Employee Engagement in Corporate Social Responsibility*. SAGE.
- Godfrey, Z. (2019). **"Praise the Lord and Pass the Ammunition": Propaganda music as a governmental marketing tool during the WWII era.** In L. Abrams & K. Knoblauch (Eds.), *Historians Without Borders*. Routledge.

Ongoing Research

- Godfrey, Z., D. Korschun and E. Mas-Román (Ongoing). **I, Me, Mine: Consumer Sharing Behaviors When "Their" Music is Used by Brands.**
- Abolhasani, M. and G. Liu, J. Masters, and Z. Godfrey (Ongoing). **"The Sound of AI: Consumer Responses to AI-Generated vs. Human-Composed Music in Advertising"**

Conference Presentations

- AMA CBSIG 2024 Conference (July 2024). **I, Me, Mine: Consumer Sharing Behaviors When "Their" Music is Used by Brands.**
- 2022 Summer AMA, Chicago: Reavey, B. and Z. Godfrey. **The Mediating Effect of Social Identification on Civic Duty and WOM Among Community Orchestra Subscribers.**

Nominations, Awards, and Grants

2024	Nominated by marketing department chair to the Kelley School to be considered for submission to the Poets & Quants Best Undergraduate Professors of 2024 Award
2022	Recipient of the Teck-Kah Lim Graduate Student Domestic Travel Subsidy Award
2022	Society for Marketing Advances (SMA) Doctoral Consortium Fellow
2022	Winner of the Dr. Tom Hindelang Outstanding PhD Student Instructor Award, LeBow College of Business, Drexel University <i>College-level award: Annual award granted to two PhD students from the LeBow College of Business</i>
2022	Winner of the Marketing Department Outstanding PhD Student Instructor Award, LeBow College of Business, Drexel University <i>Department-level award: Annual award granted to one PhD student from the Marketing Department at the LeBow College of Business</i>
2022	Recipient of Travel Grant for TCR-AMA Impact Festival