

JERRY KIRKPATRICK

Professor Emeritus of International Business & Marketing
California State Polytechnic University
3801 West Temple Avenue
Pomona, CA 91768
(909) 869-2438
jkirkpatrick@cpp.edu

home:

2247 Jasmine Avenue
Upland, CA 91784
(909) 519-1118

DEGREES: BA (philosophy) 1969, University of Denver
MBA 1978, PhD 1986, (marketing and consumer behavior), Baruch College, City
University of New York (CUNY)

EXPERIENCE: **Academic - 36 years**
California State Polytechnic University, Pomona, CA
Associate Professor of Marketing, September 1988–August 1992
Professor of International Business & Marketing, September 1992–June 2015

Northeastern University, Boston, MA
Assistant Professor of Marketing, June 1984–August 1988

University of Lowell, Lowell, MA
Instructor in Marketing, January–May 1984

Pepperdine University, Malibu, CA
Assistant Professor of Marketing, January 1981–June 1982

Montclair State College, Upper Montclair, NJ
Instructor in Marketing, January 1978–December 1980

Business - 7-1/2 years
Young & Rubicam Direct Marketing Group, Los Angeles
Senior Account Executive, August–November 1983

Smith–Hemmings–Gosden Direct Response Advertising, El Monte, CA
Account Executive, August 1982–July 1983

Public Relations Aids, Inc., New York, NY
Account Manager, September 1969–December 1975

HONORS: Phi Beta Kappa, 1969

Best Paper Award for “Ethical Theory in Marketing,” presented at the Western
Marketing Educators’ Association Conference, April 13, 1989, in San Francisco.

SCHOLARLY
ACCOMPLISHMENTS:

Books (books.jkirkpatrick.net)

In Defense of Advertising: Arguments from Reason, Ethical Egoism, and Laissez-Faire Capitalism (Westport, CT: Quorum Books, 1994; reprint, Claremont, CA: TLJ Books, 2007). Translated into Portuguese as *Em Defesa da Propaganda* and published in Brazil in 1997.

Montessori, Dewey, and Capitalism: Educational Theory for a Free Market in Education (Claremont, CA: TLJ Books, 2008). Translated into Portuguese as *Educação Para Uma Sociedade Livre* and published in Brazil.

Independent Judgment and Introspection: Fundamental Requirements of the Free Society (Upland, CA: Kirkpatrick Books, 2019).

Applying Principles: Short Essays Based on the Philosophy of Ayn Rand, Economics of Ludwig von Mises, and Psychology of Edith Packer (Upland, CA: Kirkpatrick Books, 2021).

Epistemological Foundations of the Free Society: Ayn Rand's Theory of Universals Applied to Science, Sigmund Freud's Psychology, and Ludwig von Mises's Economics (Upland, CA: Kirkpatrick Books, 2026).

Papers ([download selected here](#))

“Theory and History in Marketing,” in Ronald F. Bush and Shelby D. Hunt, eds., *Marketing Theory: Philosophy of Science Perspectives* (Chicago: American Marketing Association, 1982), 47–51. Reprinted in *Managerial and Decision Economics*, 4:1, March 1983, 44–49.

“The Philosophic and Economic Criticisms of Advertising,” paper delivered at the second conference of The Jefferson School of Philosophy, Economics, and Psychology: The Intellectual Foundations of a Free Society II, San Diego, August 1985.

“Theory and History in Marketing: Reply,” *Managerial and Decision Economics*, 6:3, September 1985, 186–188.

“An Integrative Model of Market Evolution,” in N. K. Malhotra, ed., *Developments in Marketing Science*, Vol. IX, (Atlanta, GA: Academy of Marketing Science, 1986), 232–236.

“A Philosophic Defense of Advertising,” *Journal of Advertising*, 15:2, June 1986, 42–48 & 64. Reprinted in Roxanne Hovland and Gary B. Wilcox, eds., *Advertising in Contemporary Society: Classic and Contemporary Readings on Advertising's Role in Society* (Lincolnwood, IL: NTC Business Books, 1989), 508–522.

“An Objectivist Answer to the Social Criticisms of Advertising,” lecture delivered at the Harvard Objectivist Club, Harvard University, March 5, 1987.

“Why Case Method Teaching Does Not Make Good History,” in Terence Nevett and Stanley C. Hollander, eds., *Marketing in Three Eras* (East Lansing, MI: Michigan State University, 1987), 201–214.

“Ayn Rand's Defense of Capitalism Hits Home with Marketing Students,” *Marketing Educator*, 8:1, Winter 1989, 4.

- “Ethical Theory in Marketing,” in Doug Lincoln and Jeffrey Doutt, eds. *Marketing Education: Challenges, Opportunities and Solutions* (Proceedings of the Western Marketing Educators’ Association Conference, April 1989), 50–53.
- Book review of *Advertising and the Market Process* by Ekelund and Saurman, published in *The Mid-Atlantic Journal of Business*, 25:5, March 1989, pp. 83–84.
- “In Defense of Lecturing, or: It’s Time to Cut Down on TV in the Classroom,” in Jeffrey T. Doutt and Gary F. McKinnon, eds. *Marketing Education: Exploring New Directions* (Proceedings of the Western Marketing Educators’ Association Conference, April 1990), 80–85.
- “Teaching Ethical Theory in Marketing and Business Courses,” *The Cal Poly Scholar: Journal of Research and Innovative Studies*, 3, Fall 1990, 33–39.
- “The 3–Step Plan to In–Depth Learning,” in Joseph F. Hair, Jr., ed., *Great Ideas for Teaching Marketing* (Cincinnati, OH: South–Western Publishing Co., 1992), 249–250.
- “Ayn Rand’s Objectivist Ethics as the Foundation of Business Ethics,” in Robert W. McGee, ed., *Business Ethics & Common Sense* (Westport, CT: Quorum Books, 1992), 67–88.
- “Pragmatism and the Harvard Case Method of Business Education,” *The Intellectual Activist*, November 1992 and January 1993.
- “Objectivist Epistemology as the Foundation of Marketing Theory,” in C. Whan Park and Daniel C. Smith, eds., *Marketing Theory and Applications*, Vol. 5 (Chicago: American Marketing Association, 1994), 118–125.
- “The Research Paper in the Principles of Marketing Course,” in Debra A. Haley and Shirley M. Stretch, eds., *Interactive Marketing: Tuned In, On Line, and Going Places* (Proceedings of the Western Marketing Educators’ Association Conference, April 1995), 41–44.
- “The Ethics of Advertising Taxation,” in Joel R. Evans, Barry Berman, and Benny Barak, eds., *1995 Research Conference on Ethics and Social Responsibility in Marketing*, (Proceedings: Hofstra University, Hempstead, NY, June 26–27, 1995), 117–122. Reprinted in Robert W. McGee, ed., *Commentaries on Law & Public Policy: 1997 Yearbook* (South Orange, NJ: The Dumont Institute for Public Policy Research, 1998), 298–307.
- “An ‘Austrian’ Refutation of the Monopoly Power Arguments Against Advertising,” in Debbie Thorne LeClair and Michael Hartline, eds., *Marketing Theory and Applications*, Vol. 8 (Chicago: American Marketing Association, 1997), 63–70.
- “The Project Method in Marketing Education,” in William M. Pride and G. Tomas M. Hult, eds., *Enhancing Knowledge Development in Marketing*, Vol. 8 (Chicago: American Marketing Association, 1997), 8–12.
- “A Critique of ‘Is Business Bluffing Ethical?’” presented at the Marketing Educators’ Association Conference, San Diego, CA, April 21, 2002.
- “Reisman’s Net Consumption, Net Investment Theory of Aggregate Profit,” *The American Journal of Economics and Sociology*, 63:3, July 2004, 627–46. Earlier version presented April 17, 1999 at the Austrian Scholars’ Conference, Auburn, AL.

- “Bureaucracy and Education,” presented March 19, 2005 at the Austrian Scholars’ Conference, Auburn, AL.
- “Plagiarism Check as Learning Experience,” in Richard S. Lapidus and Kenneth J. Chapman, eds., *Marketing Education: Navigating the Ocean of Change* (Proceedings of the Marketing Educators’ Association Conference, April 2005), 77-83.
- “Teaching Acknowledgement Practice Using the Internet-Based Plagiarism Detection Service,” *Marketing Education Review*, 16:1, Spring 2006, 29-33.
- “On Marketing Bull---,” in Brian K. Jorgensen and Richard J. Lapidus, eds. *Building Bridges between Knowledge and Practice in Marketing Education* (Proceedings of the Marketing Educators’ Association Conference, April 2006), 75-80.
- “The Business Plan: How to Think about It, How to Write It,” an Amazon Short, Amazon.com, 2006, <http://www.cpp.edu/~jkirkpatrick/Papers/BusinessPlan.pdf>.
- “The Market Gives Privilege to No One,” *Mises Daily Article*, March 19, 2007. <http://www.mises.org/story/2516>.
- “The Five Wrong-Headed Complaints against Advertising,” MarketingProfs.com, May 8, 2007, <http://www.marketingprofs.com/7/five-wrongheaded-complaints-against-advertising-kirkpatrick.asp> (free registration required).
- “The Market Function of Piracy,” *Mises Daily Article*, May 21, 2007. <http://www.mises.org/story/2590>.
- “Peddlers of Ideas,” *Mises Daily Article*, August 15, 2008. <http://mises.org/daily/3054>.
- “The Connection between Advertising and Objectivist Epistemology,” *Journal of Ayn Rand Studies*, 9:2, spring 2008, 351-55.
- “Product Liability Law: From Negligence to Strict Liability in the US,” *Business Law Review*, 30:3, March 2009, 48-56.
- “JST Press: Self-Publisher,” *Southeast Case Research Journal*, 6:2, Fall 2009, 107-20. Susan Peters, co-author.
- “Using Turnitin’s Originality Check as a Learning Experience,” *Words & Ideas – The Turnitin Blog*, January 10, 2012.
- Jerry Kirkpatrick’s Blog*, <http://jerrykirkpatrick.blogspot.com/>. Essays between 700 and 1000 words on “business, education, philosophy, psychology, and economics, among other topics.” Fourteen posts throughout 2007; monthly posts since January 2008.

Special Sessions

- Participant, “So You Want to Write a Marketing Textbook,” conference of the Western Marketing Educators’ Association, Scottsdale, AZ. April 23, 1994. Discussed the process of writing and publishing a book for the scholarly/professional market.
- Participant, “Marketing on the Internet,” conference of the Decision Sciences Institute, San Diego, CA, November 24, 1997. Discussed “Searching Secondary Data on the Internet.”

Participant, "Using the Internet in Marketing Education," Western Marketing Educators' Association conference, San Diego, CA, April 17, 1998. Discussed "Searching Secondary Data on the Internet."

Participant, "Rateyourstudentsethics.com: Piracy, Plagiarism, or Cheating?," Marketing Educators' Association Conference, San Diego, CA, April 16, 2005. Discussed "Ethical Theory and the Decline of Academic Integrity."

OTHER:

Campus Coordinator of the university-wide, 1989-90 Ethics Quarter Steering Committee, California State Polytechnic University, Pomona. The purpose of the committee was to organize and promote the spring 1990 term at Cal Poly as "Ethics Quarter," a quarter of speakers and events to heighten the university community's awareness of ethics and ethical issues. The committee planned and executed 26 programs and published a brochure.