

# ***JULIA F. COOPER, MLS, MBA***

Lecturer, Department of Consumer Sciences

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**College of Education and Human Ecology, *The Ohio State University***  
**265R Campbell Hall, 1787 Neil Avenue, Columbus, OH 43210**  
**cooper.402@osu.edu | 614-292-4667**

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## ***Teaching Philosophy***

As an instructor, my goal is to engage students in the subject matter by focusing on building from the ground up. I first teach basic principles, then demonstrate how to apply concepts to situations, and lead students to conduct analysis for real-world professional projects. I strive to incorporate current industry practices as well as the understanding of specific industry knowledge and methods of communication. I strive to give students the knowledge and confidence to reach higher levels of success and allow students to invest themselves in the process.

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## ***Teaching Experience***

### **Faculty, Textiles & Clothing Program, The Ohio State University, 2007- present**

#### **Courses:**

***TC 200: Fashion, The Body, and Popular Culture*** (*Perception Influences & Self-Image*)

***TC 270: Aesthetics of Appearance*** (*Elements & Principles of Design*)

***TC 275: Business of Fashion*** (*Fashion Cycle & Industry Supply Chain*)

### **Adjunct Faculty, Kent State University, 2003- present**

#### **School of Library & Information Science**

***"Marketing to the Masses,"*** Workshop for college credit\*.

Note: \*Designed 2-day, intensive workshop-style course. Organized format and content; select reading materials.

***Topics Covered:*** Marketing Trends & Applications, Strategic Planning ***Text:*** Strategic Market Management, by David A. Aaker

***Methods:*** In-class lecture, class participation, discussion of concepts from readings, process of creating a marketing plan, examples of promotional materials and methods of copy and design; group discussion and presentation.

***Assignments:*** written summary of pre-assigned readings; 10-12 page marketing plan and coinciding promotional brochure.

***Evaluation:*** class attendance/participation; completion of assignments as directed; completion of marketing plan, brochure.

***Written Comments by Students:*** "It's nice to know there are teachers who care. That's rare!" & "Instructor knows her subject."

### **Adjunct Faculty, Columbus State Community College, 2004**

#### **Marketing & Graphic Communications Department**

***"Introduction to Retailing,"*** Required course for Marketing Majors\*.

Note: \*Modified curriculum to include team projects, individual retail analysis and retail case studies.

***Topics Covered:*** Retail Operations, Supply Chain, Promotion & Analysis ***Text:*** Retailing Management By Levy & Weitz

***Methods:*** In-class lecture, multimedia presentations, case studies, class discussion, and teamwork.

***Assignments:*** 10-12 page team Retail Business Plan and Presentation; Case Analysis with Presentation.

***Evaluation:*** Pop quizzes, exams (multi-choice, short answer), class participation, group project, presentation, case assignments.

***Written Comments from CSCC Dept. Chair In-Class Observation:*** "Organized" & "Good Rapport with Students"

### **Database Research Instructor, Indiana University, Undergraduate Library, 1993-94**

Provided individual and classroom training on library computer catalog and databases for project research.

### **Algebra Tutor, Minority Student Affairs, Univ. of Tennessee, 1987-88**

Provided out-of-class support and explanation of algebra problem solving to improve understanding and test grades.

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## ***Education***

**M.B.A., Marketing & Change Management, Fisher College of Business, The Ohio State University, 2001**  
*Executive Committee, Graduate Women in Business*  
*Marketing Operations Intern, Chemical Abstracts Service, Inc.*

**M.L.S., Management of Information, School of Library and Information Science, Indiana University, 1994**  
*Graduate Assistant, Undergraduate Libraries*  
Full, Merit-based scholarship Recipient  
*Manager, Halls of Residence Library*

**B.S., Textiles, Merchandising & Design, College of Human Ecology, University of Tennessee, 1988**  
*Retail Buyer Intern, Goldsmith's Department Store, Memphis*  
Merchandising Students Association; Dean's Student Advisory Board  
Dean's List, Phi Kappa Phi and Omicron Nu Honor Societies

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## ***Consulting Experience***

**Independent Consultant, 1996 – current**

**Visual Merchandising** Plan and execute displays for multi-unit locations. Change inventory, sidelines, fixtures and equipment for cross-merchandised and seasonal displays. Increase sales, improve ambience, direct store traffic flow. Create high-demand merchandise themes and displays on end-caps, power aisles, point-of-purchase, windows, fixtures; Recommend product mix.

**Image & Fashion Consulting** Evaluate, plan, and organize wardrobes and accessories for clients; provide analysis and recommendations based on age, fashions, lifestyle, activities, profession, personal style, and body type.

**Marketing Consulting** Guide decision-makers on marketing and planning to increase customer service and drive sales. Recommend product and service lines, display, advertisement/copy to improve and market overall image. Conduct service needs assessment to help management focus on branding, sales, business development and funding.

**Marketing Research** Topics include product improvement, new product development, branding, promotion, packaging. Field Study Recruiter, Host, Supervisor, and Trainer, Test moderator, Interviewer, Focus Group Facilitator.

Oversaw multiple market, in-home use product test. Kept detailed records of communications; coordinated staff and resources.  
**Writing** Provide proposals, reports and contracts for clients. Write and edit questionnaires, instructions, letters, to respondents. Synthesize and present information, research findings, and recommendations to management.

**Retail Projects** include Buyer Reaction Studies, Competitor Pricing Analysis, Advertising & Promotion.

## ***Projects Conducted for:***

- *Express*
- *Value City*
- *TweenBrands*
- *Worthington Libraries*
- *Playtex Products, Inc.*
- *YWCA of Central Ohio*
- *Hickory Farms of Ohio*
- *Wendy's International, Inc.*
- *Grandview Heights Public Library*

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## ***Retail & Hospitality Industry Experience***

**Merchandise Manager**, Barnes & Noble Booksellers, Columbus, OH, 2001-06

- Provided information services for current popular reading materials to customers.
- Trained staff on processes for service, special orders, merchandising.
- Merchandised according to corporate guidelines and monthly planner for multiple product lines.
- Managed selection of category merchandise, ordered specific titles to meet demand.

**Buyer & Store Merchandiser**, Storage Options & Solutions, Champaign, IL, 1996-99

- Merchandised upscale home organization product lines for specialty retail store.
- Planned and performed all visual merchandising, floor sets and window display.
- Reduced number of vendors, increased quality of merchandise.

**Assistant Manager**, Bob Evans Restaurants, Cincinnati, OH, 1990-1993

- Part of management leading district in sales growth and cost controls.
- Purchased inventory for unit dry and paper goods within budget.
- Oversaw shift operations, hiring, training and evaluation of 30 employees.

**Assistant Store Manager**, Pier 1 Imports, Cincinnati, OH, 1989-90

- Designed home décor and furniture vignettes for merchandise sets.
- Created visual displays for Gypsy International Bazaar and Clothing Boutique.

## ***Select Projects***

**Developer/Presenter, Professional Development Workshops, 2007**

- **“Marketing Immersion”**. Marketing Principles and Terminology, Customer Service, Integrated Communications.
- **“Display This! Merchandising Made Simple”**. Principles and Elements of Design; Techniques of Display and Visual Merchandising, how to create different Styles and Vignettes, Display Planning.
- **“Marketing with Intent: Strategic Planning @ Your Library”**. Putting together a Marketing Plan.
- **“Marketing the Library: It’s Everyone’s Job”**. Service marketing, customer service, and display basics.

**Curriculum Contributor, Current Trends & Events, Marketing Education Resource Center, 2005**

Researched current trends and examples in sports & events marketing for high school and college curriculum development.

**Artifact Conservator, H.W. Mathers Museum, Indiana University, 1994**

Historical textile and apparel conservation and preservation for in-house collection.

## ***Published Articles***

*“How to Evaluate Your Library’s Physical Environment”*, MLS: Marketing Library Services, May/June 2007

*“Marketing Techniques to Attract Young Adult Patrons”*, Oklahoma Librarian, March/April 1996

***Topics of Interest:*** Service Marketing, Entrepreneurship, Social Marketing, Trending, Visual Merchandising