

414.350.4356 / 414.288.5126
e-mail: Jeanne.Simmons@Marquette.edu

Milwaukee, WI; May 1997. ; Marquette University,

; Marquette University, Milwaukee, WI; May, 1990.

and degree with specializations in
; Marquette University, Milwaukee, WI; December, 1988.

Laczniak, G. R. and J. M. Simmons (1998) "Do Baby Boomers Drive the Marketing Machine?" Baby Boomer Bulletin, January-February, p. 2-3.

Simmons, J. M. and G. R. Laczniak (1995) "Applying a Consumption Value Model to College Choice", 1995 Symposium for the Marketing of Higher Education Proceedings, (Chicago, IL: American Marketing Association) p. 214-219.

Simmons, J.M. and G. R. Laczniak. (1992) "Marketing In Higher Education: A Stage Model Concerning Where It's Been and Where It's Going", College and University, Summer, p. 263-274. (Summarized in Higher Education Abstracts, Fall, 1992.)

Laczniak, G. R., J. M. Simmons, and S. Durvasula. (1991) "The Price-Quality Relationship and Student Attitudes: How They Fit With College Choice", 1991 Symposium for the Marketing of Higher Education Proceedings, (Chicago, IL.: American Marketing Association), p. 129-142.

"Ignition and Lift-Off Transforming Ideas to Next Steps", *facili*

"Marquette University Executive MBA Program: Moving to a Hybrid On-

, December 2001 – present

, Milwaukee, WI

Own and operate a chain of year-round tax businesses. Responsible for all marketing functions of the business. Develop and implement marketing plans consistent with the other franchises as well as unique enough to differentiate our stores. Consult with fellow franchisees on marketing issues in the

