

H. Buford Barr
Lecturer in Marketing
Lecturer in Communication
Santa Clara University

Buford Barr is a Lecturer at Santa Clara University facilitating courses for the Department of Marketing, the Leavey School of Business' Department of Marketing and MBA Program and the Communication Department, College of Arts and Sciences.

Academic Background

Buford was graduated from **The University of Texas at Austin** with a BBA in Marketing and completed graduate studies in Communication. He also completed General Electric's world-renowned, three-year Advertising and Public Relations Management Program.

Academic Experience and Duties

- SANTA CLARA UNIVERSITY, Santa Clara, CA; Communication Department and Marketing Department – Lecturer in Marketing and Lecturer in Communication, Full-Time Faculty – 1989 to Present
 - PR & Corporate Communication, Comm150B – Dept. of Communication
 - Integrated Marketing Communications, Mktg186 – Dept. of Marketing
 - Integrated Marketing Communications, Mktg696 – MBA Program
 - Principles of Marketing, Mktg181 – Dept. of Marketing
 - Business to Business Marketing – Dept. of Marketing
 - Marketing Analysis and Decisions – Dept. of Marketing
 - Product & Brand Management – Dept. of Marketing

In 2002, Buford was recognized by the students of SCU's Accelerated Co-operative Education Program (ACE) in the Leavey School of Business with its **Outstanding Faculty Award**. He was also recognized by the Student Chapter of the American Marketing Association as the 2002, 2003 and 2004 **Marketing Professor of the Year**. During 2001 Barr was the Keynote Guest Speaker for the National Society for Collegiate Scholars (NSCS) Induction Ceremony; a Panel Member at SCU Career Center's 2001 Mock Interview Program; and guest lectured at various under-graduate and MBA classes at SCU.

- SAN JOSE STATE UNIVERSITY, Continuing Education and Professional Development, Marketing Communication Certificate Program Faculty – 1987 to 2005
 - Integrated Marketing Communications, CTGE470N
- UNIVERSITY OF CALIFORNIA–BERKELEY EXTENSION, Instructor, 1999 – 2002
- SAN JOSE STATE UNIVERSITY, School of Journalism and Mass Communications. Instructor/Part-Time Faculty – 1990-1992
- SAN FRANCISCO STATE UNIVERSITY, Extended Education, Marketing Communication Certificate Program Faculty – 1991 - 1993
- THE BARR GROUP, San Jose, CA. Training Director 1989 - Present

Teaching Interests

In 1998, after almost 30 years in the high-technology business, Buford left the corporate world to focus his energies on academia, continuing education, corporate training and helping reconcile what is being taught with what is being sought by business in marketing, integrated marketing communications, branding, advertising and public relations.

Buford describes his work: "In **business**, we learn and progress by doing, by making mistakes, on-the-job training. We evolve the **HOW** things are done. We measure success by productivity improvement, practical application, cost effectiveness, speed of implementation and customer satisfaction. We improve functions by adding new staff members with experience different from ours. We work in small teams, as well as large task forces, to apply our diverse knowledge, experience and skills to solving specific problems. In business, the result of learning is almost always reduced cost. In electronics we call it the learning curve.

Academia, on the other hand, is theory driven. Academia is primarily concerned with theories or hypotheses rather than practical considerations. The academic approach consists of primary research into understanding and explaining phenomena. They address the **WHAT and the WHY**. Working as individuals or in small, collaborative teams, their research and study results in well-documented, original dissertations on a subject, the benefit of which is the advancement of knowledge.

The business or "real-world" and academia have always had their differences. With one foot in each camp, I find that the differences are more

in approach than results. In explaining how business operates, I found the practical examples I have used for years in teaching are, in fact, well-established academic theories.

It is important that parallel paths be maintained to improve our understanding of how communications works and how we can be more effective in applying our trade as there is considerable merit in both academic and business approaches. So there must be more interaction between the two disciplines and an exchange of ideas, processes and application of theories. The practitioners need to work closer with academia to understand the theory of the case and help them understand how theories can be applied with the priorities and constraints of the business world."

Professional Background

- Director of Worldwide Corporate Communications at the **Actel Company**, a Sunnyvale, CA-based supplier of field programmable integrated circuits.
- Director of Corporate Communications at **Signetics Company**, Sunnyvale CA (now Philips Semiconductors), a division of N.V. Philips, The Netherlands.
- Senior Vice President and General Manager of **McCann-Erickson Advertising/Dallas** where he was responsible for the worldwide marketing communications for Texas Instruments.
- Prior to McCann, Buford spent fourteen years with the **General Electric Company** in New York and Connecticut where he held various creative and account management positions with GE's Advertising and Sales Promotion Operations and the Electronics Components Division.

Contact Information

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