

Jamie Pleasant, Ph.D.

Dr. Pleasant holds the distinction of being the first African American to graduate with a Ph. D. degree in marketing from Georgia Institute of Technology. Dr. Pleasant has worked several years in corporate America on distinguished brands including Tylenol Allergy Sinus as well as Dow Chemical's epoxy resin brands. Dr. Pleasant holds the MBA degree from Clark Atlanta University and the B.S. degree in Physics from Benedict college. He walked on Clemson University 's football team and earned a full scholarship.

Dr. Pleasant's research interests include minority marketing. He teaches marketing research, sales, IMC, brand management, marketing strategies and consumer behavior. Dr. Pleasant has completed several developmental certifications from Harvard University in Cambridge, Mass. He is the founder and senior editor of the Journal of Ethnic Marketing. He is married to Kimberly Pleasant and has two sons Christian and Zion.