

Facilitator: Susan Graham

Residence: Charlottetown, PE

Occupation: Associate Professor in the Faculty of Business, UPEI

Areas of Expertise: Marketing – especially integrated cases in marketing, brand management, personal selling, tourism marketing, sports marketing, international marketing, and the future of marketing.

About Susan: Susan was born and raised in Summerside. She is an Associate Professor of Marketing with UPEI's Faculty of Business, where she teaches intro to marketing, integrated cases in marketing, brand management, and the future of marketing.

Her research program spans two distinct themes: marketing islands as tourism destinations and 2SLGBTQ+ inclusion in business/management education.

Susan lives in Charlottetown with her husband and son. She is a passionate traveler, reader, hiker, chef, and Starbucks fan.



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