

PROF SAM FULLERTON

Sammy David Fullerton was born on 10 March 1949 and resides in Missouri, USA.

Prof Sam Fullerton holds a BBA, Master of Science and a PhD, all from the Michigan State University in the USA. He is currently a Professor of Marketing and specializes in Sports Marketing on the Executive MBA Programme at the Eastern Michigan University. He is president of the Sports Research Institute in the USA.

Prof Fullerton has been the author/co author of several books and author/co author of 27 refereed Journal Articles of which two with Prof Christo Bisschoff of the PBS. He also has numerous refereed articles in Conference proceedings.

He has been an external moderator for the PBS since 2001 and has travelled to Potchefstroom on two occasions during which he was a keynote speaker on the MBA Prestige day.