

Donald G. Meyer

Assistant Teaching Professor of Marketing, Trulaske College of Business
MU faculty member since 2011

Donald Meyer has a passion and enthusiasm for teaching that engages the undergraduate students in each of his classes, as well as a wealth of practical business experience that contributes to his teaching excellence. While working at Anheuser-Busch as director of international marketing, Meyer managed marketing budgets worth hundreds of millions of dollars and worked on promotions such as the Olympics, the Super Bowl and the World Cup. By sharing his journey in the business world, Meyer helps his students identify career opportunities and demonstrates his commitment to the professional development of his students.

Andrew Green, who graduated from Mizzou with a business degree in 2018, felt the impact of this commitment firsthand.

“Professor Meyer is without a doubt the most informative, caring and approachable educator I encountered during my time at the University of Missouri,” Green said. “When I told Professor Meyer of my lifelong dream to work in the extremely competitive NASCAR industry, he immediately emailed my resume to some of his NASCAR connections. I recently received and accepted a job offer to become a sales manager at Front Row Motorsports, a team in the NASCAR Cup Series. My dream since elementary school is now a reality because of the assistance Professor Meyer provided. He is always the first person to give advice and the last person to take credit.”

Sarah Kiehl, who graduated from Mizzou with a business degree in 2012 and now works as a marketing associate at Nestle Purina PetCare Company in St. Louis, recalls the energy and enthusiasm that Meyer brought to the classroom.

“Professor Meyer’s love of teaching was infectious,” Kiehl said. “He was genuinely and visibly excited to share his experiences, and his students were always engaged and eager to learn.”

Darby Slattery, who graduated with a business degree from MU in 2017 and now works as an account manager at Procter and Gamble, also credits the education she received from Meyer for her success after graduation.

“One of our group projects entailed creating the branding for a home furnishing collection at Target,” Slattery said. “In no time, conversations about HGTV and project integration would often lead to me staying after class to discuss the show ‘Fixer Upper’ with Don, showing just how approachable he is. I often think back to his lectures and recognize that I would not be as assured in my abilities if I had not been educated by Don Meyer.”

Understanding the importance of learning outside of the classroom, Meyer has made many connections in the local Columbia community and beyond to provide students with industry knowledge. Meyer has taken students to Target to meet the store manager and gain a better understanding of merchandise displays and supply chains. Class field trips also have traveled to Meyer’s favorite restaurant to allow students to meet the owner and learn about the responsibilities of running a self-owned business.

Meyer’s dedication to the professional development of his students can be seen through the “Making Me Marketable” program, which he has led for years. By inviting former students and industry professionals to speak as panelists, Meyer provides undergraduates in the Trulaske

College of Business opportunities to network with professionals and learn tips and tricks on interviewing, resumes, and landing jobs or internships.

Meyer's mission as a professor is to inspire his students by igniting their excitement for a productive marketing career. His strong intellectual curiosity and readiness to learn boosts the confidence level of his students. Meyer's teaching philosophy rests on the three foundational pillars of effective communication, critical thinking and enduring integrity.

"I coach students to educate themselves about a topic so that they can stay current in the rapidly changing field of marketing," Meyer said. "My goal is to turn marketing students into lifelong marketing scholars who are curious to find answers for themselves."

Meyer earned a bachelor's degree in education from Mizzou and a master's degree in business administration from the University of Missouri–St. Louis. In 2016, he was recognized by the Trulaske College of Business with the Shelter Insurance Company Teaching Excellence Award. Meyer has been a member of the Marketing Advisory Board for nearly two decades. Additionally, Meyer serves as the faculty mentor to the Mizzou chapter of Delta Sigma Pi, a business professional development student organization.