

Marketing Department Faculty Profile

Sandra J. Teel

Biography



Dr. Teel earned an A.B. in French in 1966 from the University of North Carolina in Chapel Hill. Dr. Teel received her M.B.A. from the University of South Carolina in 1981, though she also attended classes in graduate programs at Old Dominion University, the University of Alabama, and Michigan State University. She earned her doctorate in 1985 from the University of South Carolina.

Dr. Teel began teaching at the college level when she was a graduate student at the University of South Carolina, earning the Outstanding MBA Achievement Award and becoming a member of Beta Gamma Sigma (the honorary society for business majors) in 1981. In 1983, she received the Ph.D. Teacher of the Year award. In 1984, the University of South Carolina hired Dr. Teel as an instructor in marketing and a research associate in the Division of Research. She has been the associate director for the Division of Research of the Moore School of Business on the Columbia campus of the University of South Carolina since 1987. During her tenure with the Division of Research, Dr. Teel has been involved in many activities including focus group moderation, survey development and administration, website development and maintenance, and communication methodologies. Often, students work under Dr. Teel's tutelage in these activities. Dr. Teel has participated in research studies for the Coca-Cola Company, AT&T, GTE, the University of South Carolina, the Heritage Golf Foundation, the Shakespeare Company, Zeneca Ag Products, the SC Arts Commission and the Spoleto Festival USA, Palmetto Expo Center and Textile Hall Association, and the Violence and Substance Abuse Prevention Center, among others. Dr. Teel alternates teaching marketing research for undergraduate students (MKTG 352) and marketing planning for graduate students (MKTG 703).

Lecturer

[Marketing Department](#)

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