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# Bank of America Endowed Professorship awarded to Philip Trocchia

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Philip Trocchia (second from right), Ph.D., with students who worked on marketing at the USFSP Waterfront.

Philip Trocchia, Ph.D., associate professor of marketing in the USF St. Petersburg [College of Business](#), has been awarded the 2013 Bank of America Endowed Professorship in Business.

The professorship, established in 1989, rotates among professors in the College of Business and is awarded on a competitive basis. Trocchia also held the professorship during the 2011-2012 academic year.

The professorship is intended to encourage the participation of students in community engagement and outreach projects. It is awarded by the dean of the College of Business based on the recommendations of a review committee.

In the past three years, Trocchia's students worked with 29 local businesses — 17 for-profit businesses and 12 non-profits — to develop marketing plans for them.

This semester, for example, students developed marketing plans for Daystar Life Center, a St. Petersburg non-profit that helps provide basic necessities to needy individuals; Swearingen & Kelli, a folk-pop indie duet based in St. Petersburg; and American Stage Theater.

“These and past civic engagement activities have been highly rewarding to me,” Trocchia said. “Graduating marketing seniors are able to apply skills learned in a variety of disciplines, including marketing, finance, accounting, professional writing and psychology, to name a few. The civic engagement activities entail work beyond the typical in-class experience as well.

“Students have related to me that the experiences gained by working on the projects have made a positive impact on their nascent careers. I am very much appreciative to Bank of America and to USFSP for recognizing my work involving community outreach.”

Maling Ebrahimpour, Ph.D., Dean of the USFSP College of Business, thanked Bank of America for its continuing support and praised Trocchia for the work he has done.

“Community engagement is one of the core ingredients that distinguishes the College of Business at USF St. Petersburg,” Ebrahimpour said. “Dr. Trocchia’s students not only gain important marketing skills that will serve them in the future. They also learn about the community around them in ways that would not be possible without the help of Bank of America.”

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