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EASTERN ILLINOIS UNIVERSITY
Charleston, Illinois

news

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FOR IMMEDIATE RELEASE:

SHAWVER

CHARLESTON, IL--Returning to Eastern Illinois University, over 40 years after he graduated, is visiting professor Dr. Donald Shawver.

Shawver, a retired professor and professor emeritus from the University of Missouri, will teach Introduction to Marketing and Marketing Strategies at Eastern during the 1988-89 academic year.

"I am glad to be back to teach for a year. I have always had a warm spot for Eastern," stated Shawver.

He received his B.S. in Education from Eastern Illinois

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SHAWVER

University in 1947 and his M.S. in Business and Ph.D. in Economics from the University of Illinois at Urbana in 1948 and 1951 respectively.

In addition to teaching, Shawver was the chairman of the Department of Marketing at the University of Missouri from 1967 through 1985 when he retired. In the summer of 1986, he was a visiting professor at the University of Hawaii.

Dr. Shawver feels that the students at Eastern Illinois University have a unique advantage over students at many large universities like the University of Missouri. "The difference is that here at Eastern the students are exposed to professors rather than teaching assistants. This is a distinct advantage for the students. In addition, I, as a teacher, get a feeling of satisfaction from the one-to-one interaction with the students," he said.