List all of your teaching related activities:
MKT 351 001 (38 students) & 002 (50 students): Guest speaker: Kevin Carter, Division Manager, Kohl’s (002 only); Clients for marketing plan: Nacogdoches Area United Way, contact: Gary Lee Ashcraft; Fairfield Studios, Shreveport, Louisiana; contact: John Chambers, Owner/Partner Strange Brew Live, Shreveport, Louisiana; contact: John Chambers, Owner/Partner American Marketing Association, contact: Brianna Baird, President, AMA SFA Student Chapter Student Activities Association, SAA, SFASU; contact: Angie Rubio, Director of Movie Night.

Students prepare and present a marketing plan for one of the clients that they selected at the beginning of the semester. As they present, they record via Zoom. The Zoom presentation is edited for just the one client and is sent to the client with the actual written plan.

MKT 352 001 (30 students): Client for Advertising/Promotion plan: Mickey’s Mustard, Owner, Shaw McCoy. Each advertising/promotion team organizes as an actual agency would organize. They prepare a written plan and present to the actual client, Shawn McCoy and record via Zoom. Mr. McCoy receives a written plan and the video of each team’s presentation.

AAF-Houston: nine students in the MKT 352 course competed in AAF-Houston Student Competition, November 1-2, 2019. Several are on winning teams.

MKT 475 002 (2 students): directing 2 students in special problems studies for 3 hours credit each, research for National Student Advertising Competition. Coordinates with Peter Andrew, Professor, Art and Catherine Huh, Assistant Professor, Mass Communications, in preparing students to compete in the National Student Advertising Federation sponsored Student Competition. The client is Adobe. The completed campaign will be presented in April 2020 in Oklahoma City, Oklahoma to Adobe marketing directors. This activity is across campus, involving two other disciplines, Art and Mass Communications, that reflect real settings in organizations and advertising agencies. I meet once weekly with Peter Andrew and Catherine in a planning session to enable our students to develop and perfect skills that enable them to work effectively in actual agencies.

MKT 475 005 (1 student): directing 1 student in special problems studies for one-hour credit. The student presented to Dr. Lindsey’s SFA 101 students and prepared materials to improve her resume’, LinkedIn and other employment tools.

MKT 486 (six students): Supervise 6 internships in marketing, clients in Houston, Texarkana and Nacogdoches, Texas.

MKT 575 (1 student): directing graduate student majoring in film in writing a marketing plan for his business.
I. TEACHING

Impact and Engagement – Check any boxes that apply and give details below.
- ☒ Curricula approaches that actively engage students
- ☒ Presentations by industry professionals in the classroom
- ☒ Various classroom activities that engage industry
- ☒ Problem-based learning, projects, simulations, etc.
- ☒ Experiential learning opportunities for students, through either formal coursework or other activities
- ☒ Mentoring of other faculty related to teaching or being mentored by other faculty on teaching
- ☒ Organizing professional development activities for students outside of the classroom
- ☒ Participating in teaching development activities offered by the CTL or other pedagogical focused events
- ☐ Invitations to participate in pedagogical conferences or portions of conferences
- ☐ Other

Impact and Engagement Details:
Students interact with the client, complete secondary and primary research and prepare a campaign or a plan that may guide the client to improved marketing practices and specific goals.

Alumni report that the experience of preparing a plan and presenting it to an actual client improves their skills for careers in marketing.

Students interact with students of other majors in preparing research for National Student Advertising Competition. SFA marketing students are on the top three teams for AAF-Houston, November 2019. Students met with the CEO of 76 Truck Stops and Convenience Stores as he represents the client for the competition.

Students in special studies, three hours credit course, are able to prepare research tools to collect data to guide actual campaign for NSAC, Adobe. One of these students is able to work with Simmons research indexes in preparing a media plan for the campaign.

Twice each week I use a zoom classroom to present materials in class. I also use it to help me evaluate presentations presented by students.
II. RESEARCH

List all of your research related activities:
Completing writing case, Walmart Empowering Employees, with Dr. Robert Crocker, Associate Dean, Stephen F Austin State University, and Janice Pittman, Assistant Professor of Management, McAfee School of Business, Union University, Jackson, Tennessee.
Accepted: Presentation for Association for Small Business and Entrepreneurship Conference, San Antonio, Texas, Spring 2020: Co-presenter: Manuel G. Guerrero:
Title of Presentation: “Can Small Ag Entrepreneurs Compete and Partner with Large Ag Organizations.”
The presentation begins a series of articles that focus on various aspects of agriculture and small business entrepreneurship.
2nd edition: Marketing 101: Developing Your Ag Marketing Plan from the Console, the book revisits the original printing and focuses on the technical aspects of ag marketing analytics, co-authors: Steven Kahla and Barbara Bieber-Hamby.

Impact and Engagement – Check any boxes that apply and give details below.
☐ Publications in highly recognized, leading peer-reviewed journals
☐ Citation counts and/or download counts for electronic journals consistent with high impact research
☐ Editorships and/or invitations to act as journal reviewers for peer-review journals
☐ Appointments to leadership positions in academic and/or professional associations
☐ Recognitions for research (e.g., Best Paper Award)
☐ Invitations to participate in research conferences, scholarly programs, and/or research forums
☐ Research that focuses on research methods and teaching or is incorporated into the classroom
☐ Publications in practitioner journals aimed directly at improving management expertise and practice
☐ Case studies based on research that has led to solutions to business problems
☐ Case studies of research leading to the adoption of new teaching/learning practices
☐ Textbooks, teaching manuals, etc., that are widely adopted
☐ Other

Impact and Engagement Details:
• I judge student competitions such as website design, annual reports and chapter plans for American Marketing Association, AMA, international conference.
III. SERVICE

List all of your service related activities:

**Assistant Department Chair**, since 1995 to present, 24 years.
**Director of Internship Program**, 1995 to present, 24 years.

Advertising and Promotion **course coordinator**, department level, more than 24 years.

**Search Committee** member, Department of Mass Communications, College of Liberal Arts: Advertising faculty position;

**Search Committee** member, Department of Mass Communications, College of Liberal Arts: Social Media faculty position;

**Scholarship Committee**, Department level.

**Member**: Faculty Mentorship Program, **University Level**.

**Adviser**: American Marketing Association, Student Chapter.

**Judge**: Website design, Annual Reports and Chapter Plans, **American Marketing Association, National Level**.

**Co-Adviser**: Advertising Club, Student Chapter. This club must exist for students to be able to compete in the **National Student Advertising Competition**. Several marketing majors are members of AMA and Advertising Club.

**Consultant**: National Cutting Horse Association; American Brahman Breeders Association, attending marketing and advertising committee meetings twice yearly.

**Owner/Partner**: Ka-Wai Ranch, Marketing Director, working with international clients from **Bangladesh, Honduras, Nicaragua, Mexico, Panama and Australia**.

Impact and Engagement – Check any boxes that apply and give details below.

☐ Media citations
☐ Requests from the practice community to utilize faculty expertise for consulting projects, forums, researcher-practitioner meetings, faculty/student consulting projects, etc.
☐ Presentations and workshops for business and management professionals
☐ Invitations for faculty to serve as experts on policy formulation, witnesses at legislative hearings, members of special interest groups/roundtables, etc.
☐ Memberships on boards of directors of corporate and non-profit organizations
Impact and Engagement Details:

AMA SFA Chapter placed 2nd in International Competition, Spring 2019; Their trophy sits in the display case today.

October 4, 2019: AMA SFA Chapter organized and sponsored a regional marketing conference that brought speakers in from various aspects of marketing in industry, i.e., small business: Front Porch Distillery, Taylor Bradford, Owner/Partner; Topic: Small Family Businesses and Marketing;


Candace Bell, Senior District Marketing Manager South Region, ARAMARK: Topic: Your Future in Marketing;

Steven Kahla, Marketing Director, South Texas Tack; Topic: Corporate Social Responsibility: Making a Difference;

Amber Waska, Development Manager, The Children’s Assessment Center, Harris County; Topic: Corporate Social Responsibility and Directed Marketing Strategy.

I made the contacts for the conference. The AMA members followed through with contacts, thank you notes. The conference enables people throughout the state to interact with SFASU RCOB students and professors. For at least one of the speakers, it was a first time campus visit. Based upon her perception of SFASU RCOB students and faculty, she is now offering internships for the students in her regional Houston office.

In conjunction with the conference, the AMA officers and I developed a poster competition for students to enter prior to the beginning of the conference. The posters benefit Nacogdoches H. O. P. E. (Helping Other People Eat) and are the property of Nacogdoches H. O. P. E. The president of AMA awarded cash prizes to the top three winners as selected by a panel of judges, each representing marketing organizations, i.e., Hancock Advertising, Marketing of Texas, Children’s Foundation of Harris County and one representing Nacogdoches H. O. P. E.

The designer of the poster voted best by students also won a cash prize.

The winning design is actually in process of being used by Nacogdoches H. O. P. E.

October 31, 2019: AMA also participated in a field trip to the Richards/Carlberg, Advertising Agency of Record for SFASU. They interacted with the partner of the agency, Chuck Carlberg, and several graphic designers and marketing specialists.

In addition to organizing and participating in the field trip to Richards/Carlberg, I interviewed one of the marketing specialists in charge of the Anheuser-Busch hitch, the Clydesdale horses, arriving in Houston, Texas on October 31, 2019. I learned more about one of the most recognized brands and trade characters in the world, Anheuser-Busch, from people that develop brand strategy for the company.

November 1 – 2, 2019: AMA members compete in American Advertising Federation-Houston Student Competition. Students placed on teams by industry participants, assigned to specific agencies in Houston where each team will complete a campaign for an actual client and submit the completed campaign with design and vision to judges all within 8 hours. Then, each team presents its plan to the judges. The next day, the winners are announced. The client for AAF-Houston, 2019, 76 Truck Stops and Convenience Stores, national campaign. Students learn to work with people from other universities and majors, within minimal time frames in actual agencies. They also learn to present to judges from industry. This is a very valuable experience. Please see our students report on the entire experience at www.aafhouston.studentconference.