

Courses Taught – Last 5 years

University of Georgia, Athens, Georgia (Current Appointment)
Senior Lecturer (Undergraduate & Graduate Programs)

- MARK4450 Social Media Marketing Strategy
- MARK4650S Digital Marketing Analytics
- MARK4600S Integrated Brand Communication
- MARK4670 Digital Marketing Privacy & Ethics
- INTB5100 Special Topics in Business
- MARK7550 Social Media Marketing Strategy
- EMBA7900 Special Topics in Business

Development of New Courses & Programs of Study

Social Media Marketing Strategy (MARK4450)

I developed this Social Media Marketing course in Spring 2013 after observing a critical gap in students' digital literacy: while they were sophisticated users of social media platforms in their personal lives, they lacked the strategic perspective needed to leverage these tools professionally. The course deliberately moves beyond basic platform mechanics to focus on business applications and strategic thinking.

The course culminates in a comprehensive individual project where students develop a multi-channel digital marketing campaign for a brand. This project serves as both a learning tool and a powerful portfolio piece, demonstrating students' ability to:

- Set clear marketing objectives
- Develop coherent strategies and tactics
- Create detailed marketing schedules
- Manage campaign budgets
- Establish meaningful success metrics

Since its inception, the course has proven particularly valuable for students who are pursuing careers in digital marketing, social media management, consumer-packaged goods, consulting, and brand management.

The success of this curriculum led to collaborative partnerships with Morehouse College and Spelman College, where I've worked beginning in 2016 to share and implement this curriculum to expand access to strategic social media marketing education at these prestigious HBCUs.

Digital Marketing Analytics (MARK4650S)

Established in Spring 2014, this course was designed to align with rapidly evolving industry demands and technological advancements. The course examines how businesses measure and optimize their digital marketing effectiveness, with a particular focus on developing practical, immediately applicable skills that employers actively seek.

A cornerstone of the course's success has been its emphasis on professional certification. Students earn multiple industry-recognized credentials, including:

- Google Analytics Individual Qualification (GAIQ)
- Google Search Ads Certification
- Meta Blueprint Preparation
- CTV Media Planning Certification

A centerpiece of the course is the comprehensive semester-long measurement and investment strategy project, where students apply their newly earned certifications to solve real-world digital marketing challenges. This culminating project serves as a powerful portfolio piece that students regularly leverage during job interviews to demonstrate their practical expertise and strategic thinking abilities.

Since its inception, I have taught over 1,600 students this very popular course.

Digital Marketing Privacy and Ethics (MARK4670)

Developed in 2024, in response to industry demand, this course explores the critical intersection of marketing practices, data privacy, and ethical considerations in today's digital landscape. In this course, students explore key topics including data collection and usage practices, privacy regulations and compliance (GDPR, CCPA, etc.) and the ethical implications of personalization and targeting.

While this is still a new course, 141 students have completed it and provided very strong reviews with an average 4.73 rating for the instructor and 4.72 for the course overall.

Development of the Digital Marketing Area of Emphasis

Together the courses above, along with the Conference Digital Day ATL and the Digital Marketing Competition round out the Digital Marketing Area of Emphasis.

Digital Day ATL

Founded and developed a premier digital marketing conference for students. Digital Day ATL is a comprehensive, full-day marketing experience hosted annually since 2014. Each September, 200 students engage with over 60 influential marketing professionals who serve on panels addressing critical industry topics including brand versus agency business models, entry-level marketing careers, specialization opportunities, and career advancement.

As part of the conference, students participate in the Mentor's Lunch, a distinctive networking opportunity where students engage with industry leaders in small group setting. The strategic September timing enables students to cultivate professional relationships throughout the academic year, often resulting in job or internship placements the following May.

Digital Marketing Competition

Conceptualized and implemented the Digital Marketing Competition—the cornerstone experiential learning opportunity within the Area of Emphasis. This initiative transcends traditional simulation-based instruction by engaging students in authentic marketing challenges over a three-month period, fostering comprehensive skill development and establishing enduring professional relationships. Each year, a single client makes a \$15,000 program contribution and provides a real digital marketing business problem for students to solve. Students work in teams of 4-5 and are paired with an industry expert as their coach. This type of structured competition format including elimination-based professional development, ensures students gain an invaluable immersive experience. Executive coaches contribute significant mentorship hours and students receive exposure to multiple industry segments and the opportunity to network while practicing their presentations before other industry representatives. The competition has demonstrated consistent success through high corporate satisfaction, exceptional student placement rates, and sustained industry participation and financial support.

Seminars and Presentations

- ***STN Digital Podcast Guest***. Provided instructional commentary for marketing professionals to create internship programs and onboard recent grads, Spring 2022
- ***MMA Fall Educators Conference***, Moderated and Presented on a Panel: Aligning Learning Outcomes with Industry Needs, Fall 2021
- ***UGA SBDC Annual Conference – UGA SBDC***, Delivered Digital Marketing Program via Live Sync Session, Summer 2021
- ***CAIB Insurance Professionals School – Terry Exec Ed***, Delivered Digital Marketing Program via Video and Live Sync Session, Summer 2021
- ***Speedbumps Live – YouTube Series***, Presented on the live talk show, Spring 2021
- ***All Social Y'all***, Guest on the popular Podcast discussing how to build effective internships, Spring 2020
- ***Home Depot – Terry Exec Ed***, Delivered Digital Marketing Program at Home Depot Headquarters, Summer 2018
- ***Norinco – Terry Exec Ed***, Taught Global Marketing Seminar/Global Social Responsibility for Chinese delegation, Fall 2017
- ***GAME (Georgia Association of Marketing Educators) Conference***, Developed/Delivered “Experiential Learning Opportunities in F2F Digital Marketing Courses,” , Summer 2017

- **Keynote at Atlanta Interactive Marketing Association (AIMA)**, Developed/delivered “Trademark Yourself: A Personal Branding Workbook”, Fall 2015
- **Tarkenton – Terry Exec Ed**, Developed/delivered video content series on digital marketing for small businesses, Summer 2015
- **Using LinkedIn to Get a Job Right Out of College**, Delivered to WISE (Women in Sports & Events) January 2015; PESA (Professional Entertainment & Sports Association) February 2015; AMA (American Marketing Association), Spring 2015
- **Instructor for Terry Exec Ed Program**, Social and Digital Research", Marketing Research Academy, AMA/Terry College of Business , Fall 2014
- **U.S. Department of State’s International Visitor Leadership Program**, Developed/delivered “Digital Marketing 101”, Fall 2014

Recognitions and Outstanding Achievements

- **Nominee for Outstanding Lecturer Teaching Award** – University of Georgia , Terry College 2023
- **Faculty Service Award** - University of Georgia, Terry College , 2021
- **ASPIRE Fellows**, University of Georgia, Office of Faculty Affairs, 2020
- **Lee Anne Seawell Faculty Recognition Award**, University of Georgia, Office of Career Services , 2018
- **UGA Honors Week Outstanding Teaching Recognition**, University of Georgia, Academic Affairs, 2015

Service & Affiliations

Service to the Field

- GMEA: Georgia Marketing Educator’s Association Power Up Conference 2018
- AIMA: Atlanta Interactive Marketing Association, Board Member 2014 – 2018
- Social Media Club of Atlanta, Board Member 2012 – 2015

Service to the University

- President’s Task Force Writing and Communications Committee 2018-2020
- Freshman Orientation Speaker - 2018
- Admissions First Look Panel - 2018

Service to the College of Business and Department

- UGA Study Abroad Committee (2019-2021)
- Faculty Lead – *Area of Emphasis in Digital Marketing*, 2014 - Present
- Faculty Advisor – *American Marketing Association*, 2013 – 2023

Affiliations

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| • American Marketing Association (AMA) | 2010 – Present |
| • Atlanta Interactive Marketing Association (AIMA) | 2011 – Present |
| • Social Media Club of Atlanta (SMC-A) | 2013 – Present |
| • The A-Pledge | 2021 – Present |