

# KELCE COLLEGE CURRICULUM VITAE

## PERSONAL INFORMATION

**Name:** MARY JUDENE NANCE **Rank:** Assistant Instructional Professor  
**Department:** Kelce Undergraduate School of Business **Office:** KC: 110E  
**E-mail:** mjnance@pittstate.edu **Phone:** (620) 235-4582

## EDUCATION AND PROFESSIONAL CREDENTIALS

MBA Pittsburg State University, 1993  
BBA Pittsburg State University, 1983, Marketing

## PROFESSIONAL CERTIFICATIONS AND LICENSURES

Quality Matters, Quality Matters June 27, 2021 - Present  
Advanced Google Analytics, Google May 2020 - Present  
Google Analytics for Beginners, Google January 2, 2020 - January 2, 2023

## EMPLOYMENT HISTORY

August 2019 - Present Pittsburg State University  
Assistant Instructional Professor  
August 2018 - May 2019 Pittsburg State University  
Part-Time Instructor

## SCHOLARLY PUBLICATIONS

### Books

Nance, M. J. (2020). *"Principles of Marketing, Anthology"* (Preliminary Edition ed., pp. 478). San Diego, CA: Cognella Academic Publishing.

### Conference Proceedings

Wachter, M. K., Maceli, K. M., Murray, L. M., Nance, M. J. (2019). *Client-Based Projects: Student Perception Of Their Value and Usefulness*. Marketing Management Association.

## **Work in Progress**

Maceli, K. M., Nance, M. J., Wachter, M. K., Murray, L. M., "Client-Based Projects: Student Perception of Their Value and Usefulness".

Nance, M. J., Maceli, K., "Efficiency and Effectiveness in Higher Education", On-Going, Scholarly.

## **SCHOLARLY PRESENTATIONS**

### **Oral Presentations**

Johnson, M. L. (Panelist), Binder, A. (Panelist), Nance, M. J. (Panelist), Maceli, K. M. (Panelist), Cortes, B. S. (Moderator), Oral Presentation, PSU Faculty Development Day Presentation, Pittsburg State University, CTLT, "The Pros and Cons of the Academic Partners", Workshop, Academic, Local, peer-reviewed/refereed, Accepted. (August 12, 2020).

### **Other**

Maceli, K. M., Murray, L. M., Nance, M. J., Wachter, M. K., Other, Marketing Management Association Fall Meeting, Marketing Management Association, Santa Fe, New Mexico, "Managing Group Projects or Presentations". (September 20, 2019).

### **Papers**

Maceli, K. M. (Author & Presenter), Nance, M. J. (Author & Presenter), Wachter, M. K. (Author & Presenter), Paper, MMA: Marketing During Uncertainty Spring Virtual Conference, Marketing Management Association, Virtual, "What Does the Future Hold for Cause Marketing Post -Pandemic?", Conference, Academic, peer-reviewed/refereed, Accepted. (March 26, 2021).

## **COURSES TAUGHT**

### **Pittsburg State University**

BUS 201, DIR STUDIES:FUNDAMENTALS- MKTG, 1 course.

IB 810, TOPICS IN INTERNATIONAL BUSINESS, 4 courses.

MGT 101, INTRODUCTION TO BUSINESS, 1 course.

MGT 690, BUSINESS STRATEGY, 23 courses.

MGT 821, TP:B2B MARKETING, 1 course.

MGT 895, STRATEGIC MANAGEMENT, 9 courses.

MKTG 201, FUNDAMENTALS OF MARKETING, 1 course.

MKTG 330, PRINCIPLES OF MARKETING, 3 courses.

MKTG 410, TP:B2B MARKETING, 1 course.

MKTG 451, PROF SELLING AND NEGOTIATION, 1 course.

MKTG 520, MARKETING RESEARCH, 9 courses.

MKTG 680, APPLIED MARKETING MANAGEMENT, 5 courses.

UGS 150, GORILLA GATEWAY, 1 course.

## **FACULTY/TEACHING DEVELOPMENT ACTIVITIES**

### **Conference Attendance**

Conference Attendance, "ProfCon", Stukent, Online, 10 credit hours. (June 14, 2021 - June 16, 2021).

Conference Attendance, "Fall 2020 Stukent Digital Summit", Stukent. (October 2020).

Conference Attendance, "Marketing Management Association Fall Educator's Conference", Marketing Management Association. (October 2020).

Conference Attendance, "ProfCon 2020", Stukent Inc. (July 2020).

Conference Attendance, "Stukent Digital Summit", Stukent Inc. (June 2020).

Conference Attendance, "The Connected Faculty Summit", Arizona State University. (June 2020).

Conference Attendance, "MMA Fall Educator's Conference 2019", Marketing Manager's Association (MMA), Santa Fe, New Mexico. (September 18, 2019 - September 20, 2019).

### **Self-Study Programs**

Self-Study Program, "Applying the QM Rubric", Quality Matters, Online, approximately 25 hours spent per year. (May 2021 - June 2021).

### **Workshops**

Workshop, "Creating Effective Assessments", Online Learning Consortium, approximately 10 hours spent per year. (November 2021 - December 2021).

Workshop, "Advisor Introduction & Development", PSU CTLT, approximately 7 hours spent per year. (December 13, 2021).

Workshop, "Strategies for Designing & Facilitating Engaging Online Discussions", Online Learning Consortium, approximately 10 hours spent per year. (October 2021 - November 2021).

## **PROFESSIONAL ACTIVITIES**

Marketing Management Association. (August 2019 - Present).

Member, Alpha Kappa Psi - Honorary Business Fraternity. (2008 - Present).

Member, Alpha Sigma Alpha. (2008 - Present).

Member, Delta Mu Delta. (2008 - Present).

Member, Omicron Delta Epsilon - Honorary Economics Society. (2008 - Present).

Member, Omicron Delta Kappa. (2008 - Present).

Member, Phi Kappa Phi National Honor Society. (2008 - Present).

## **SERVICE AND CONSULTING**

### **Department Service**

Committee Chair, Marketing Scholarship Selection Committee. Approximately 5 hours spent per year. (January 1, 2020 - Present).

Responsibilities include review and selection of marketing scholarship recipients.

Program Coordinator/Director, Program Coordinator. Approximately 30 hours spent per year. (August 12, 2019 - Present).

As Program Coordinator I am responsible for developing the course schedule, teaching assignments and room assignments for the Marketing Department, Kelce College of Business for each semester. I work with the individual marketing faculty to ensure that appropriate classes are offered so students are able to meet the requirements for their degree. I also coordinate this schedule with other Program Coordinators, as well as the Dean of the Undergraduate College of Business.

### **College Service**

Committee Member, Graduate AOL. (August 2022 - Present).

Committee Member, Kelce Re-Opening Task Force. (May 2020 - Present).

Program Coordinator, Program Coordinator. (August 2019 - Present).

Committee Member, Law Professor Selection Committee. (April 2022 - 2022).

Committee Member, Kelce College of Business Strategic Planning Committee. (August 2019 - 2022).

Committee Member, Marketing Professor Selection Committee. (June 2022 - October 2022).

Committee Chair, Management/Marketing Scholarship Selection Committee. (February 2022 - May 2022).

Presented Marketing/Management Scholarships to Recipients, Spring Scholarship/Awards Reception. (April 2022).

Committee Member, Societal Impact Task Force. (January 1, 2021 - December 31, 2021).

### **University Service**

Committee Member, RPK Strategic Planning Committee. Approximately 10 hours spent per year. (2019 - Present).

Attendee, Graduation, Spring, 2022 Commencement. Approximately 2 hours spent per year. (May 2022).

Represented the Kelce College of Business at their booth., "Junior Rumble". Approximately 4 hours spent per year. (April 9, 2022).

Attendee, Meeting, Rumble in the Jungle. Approximately 3 hours spent per year. (October 30, 2021).  
Served at the Kelce College of Business table to visit with potential incoming freshmen (answer questions, etc.).

Attendee, Meeting, Majors Fair. Approximately 1 hours spent per year. (September 29, 2021).  
I visited with PSU undeclared freshmen to answer their questions regarding majors/minors in the Kelce College of Business.

Attendee, Meeting, Football Recruiting Events. Approximately 4 hours spent per year. (December 10, 2020 - December 12, 2020).  
I met with football recruits who are interested in Kelce College of Business majors to answer any questions they may have regarding the degree, etc.

### **Public Service**

City Commissioner, City of Pittsburg, Pittsburg, KS.

Board Member, Friends of Axe Library: Board of Directors.

Chairperson, Our Lady of Lourdes Communication Committee.

Officer, Treasurer, Pittsburg Area Chamber of Commerce-Board of Directors.

Chairperson, Pittsburg Area Chamber of Commerce-Business & Industry Committee.

Committee Member, Pittsburg Area Chamber of Commerce-Finance Committee.

Committee Member, Pittsburg Main Street: Steering Committee.

Member, Pittsburg NOW!

Board Member, Pittsburg State University Alumni Association-Board of Directors.

Committee Member, Pittsburg State University Alumni Association-Financial Investments Committee.

Committee Member, Pittsburg State University Alumni Association-Long-Range Planning Committee.

Committee Member, Pittsburg State University Alumni Association-Planning & Review Committee.

Chairperson, Revolving Loan Fund, City of Pittsburg.

Member, Rotary International.

Chairperson, United Way: Major Gifts Section.

**Consulting**

Government, League of Kansas Municipalities, Topeka, KS. Approximately 65 hours spent per year, I prepared and submitted a proposal on behalf of the Kelce College of Business, Pittsburg State University, to update the Kansas League of Municipalities Strategic Plan, 2023. (December 9, 2022 - Present).

For Profit Organization, Research Services, Pittsburg, KS. Approximately 750 hours spent per year, Research Services is my Company that I started in 1986. I work with regional businesses in the areas of marketing planning, marketing/business strategy, and marketing research. (1986 - Present).