

Kelce College Faculty Qualifications Summary



MARY K. WACHTER

Instructional Professor of Marketing

AACSB Qualification Status: Scholarly Practitioner

Basis for Qualification: MBA in field

1 PRJ

Professional Certification

1 Conference Presentation

Highest Degree: MBA, 1983

Institution: University of Missouri-Kansas City

Specialization/Major: Marketing

Research and Scholarship

Focus

My research explores the impact of different teaching methodologies on student learning, student retention, and career preparedness.

Impact

My research is beneficial to other educators as they design courses, create assignments, and administer assessments. Some of my research findings address the importance of experiential learning, such as client-based projects and professional certifications, as a means to foster student learning and build relationships between faculty, students, and the business community. In addition, my research has explored the role that learning communities can play in today's educational environment. As a member of the university Quality Initiative steering committee, I helped design, implement, and evaluate "PASS", a peer-assisted study program that is offered to PS students enrolled in gateway courses. Our research has shown that the implementation of peer mentors and high-impact teaching practices in the classroom and study sessions provide transformational

experiences to students and the community through advancements in retention, student learning, and faculty development.

Licensures and Certifications:

"Google Analytics Certification", Google Analytics Academy, National. (May 22, 2020 - Present).

"Content Marketing Certification", Hubspot Academy, International. (February 4, 2022 - March 5, 2024).

Employment History:

Academic - Post-Secondary, Pittsburg State University, "Lecturer and Instructor". (1986 - 2018).

Sample Intellectual Contributions:

Peer Reviewed Journal Articles

Murray, L. M., Binder, A., Yarick, G. L., Wachter, M. K. (2021). Better Together: The Effect of Learning Communities on Business Student Retention and Performance. *Mountain Plains Journal of Business & Technology*, 22(1), 88-105. <https://openspaces.unk.edu/mpjbt/vol22/iss1/9/>

Conference Proceedings

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

Professional Memberships

Academy of Marketing Studies
Beta Gamma Sigma International Honor Society
Omicron Delta Kappa National Leadership Honor Society