

## Curriculum Vitae

### Jessica “Holly” Hapke

#### ADDRESS

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#### EDUCATION

1999 Tarleton State University, part of Texas A&M- Stephenville, TX  
Master of Business Administration (MBA) Marketing Management

#### ADDITIONAL TRAINING

2022 Advisory Board, Echo360  
2019 Experienced Leadership Academy, University of Kentucky  
2014 Quality Matters, Online QM Rubric Training  
2009 Kaufman Foundation, Fast Trac Certified Facilitator in Entrepreneurship Training

#### ACADEMIC EXPERIENCE

- University of Kentucky, Senior Lecturer, 2014-Present
- University of Kentucky, Lecturer, 2007-2014
- Northwood University, Adjunct Faculty, 2006-2009, 2011-2015
- Middle Tennessee State University, Instructor, 2002-2005
- Howard Payne University, Adjunct Faculty, 2001

#### PUBLICATIONS

Holly Hapke, Anita Lee-Post, and Tereza Dean (2020), “3-in-1 Hybrid Learning Environment,”  
*Marketing Education Review*, <https://doi.org/10.1080/10528008.2020.1855989>

Tereza Dean, Anita Lee-Post, and Holly Hapke (2017), “Universal Design for Learning in Teaching  
Large Lecture Classes,” *Journal of Marketing Education*, Vol. 39 (1), 5-16.

Anita Lee-Post and Holly Hapke (2017), “Online Learning Integrity Approaches: Current Practices and  
Future Solutions,” *Online Learning Journal*, Online Learning Consortium.

DeAnna S. Kempf and J. Holly Hapke (2008), “Exploring the environmental context in  
which Super Bowl ads are viewed and its effects on ad processing,” *International Journal  
of Business Research*, Vol. 8 (3), 139-153.

#### Conference Presentation:

Holly Hapke and Anita Lee-Post (cancel due to COVID 2020), “Deadline Nudging for Academic  
Performance Improvement” Marketing Educators Association (MEA), Seattle, WA

Holly Hapke and Leslie Vincent (2018), “Would You Rather...The Choice of Teaching Modality”  
Pedagogicon: Transparency in Teaching and Learning, Richmond, KY.

Holly Hapke and Anita Lee-Post (2018), “HyFlex Teaching Model” American Marketing Association International Collegiate Conference, New Orleans, LA.

Holly Hapke (2017), “Branding 1.2.3” Kentucky School Public Relations Association Annual Conference, Lexington, KY.

Holly Hapke, Anita Lee-Post, and Tereza Dean (2015), “Teaching Large Lecture in Universal Design for Learning Environments” American Marketing Association International Collegiate Conference, New Orleans, LA.

Holly Hapke and Kristen Winbigler (2015), “Mega Class Distractions” University of Kentucky Economics Teaching Workshop, Lexington, KY

Holly Hapke, Gail Hoyt, and Darrin Gulla (2013), “Teaching Extra-Large Class” Kentucky Innovators Conference, Lexington, KY.

Holly Hapke and Nancy Johnson (2013), “Bridging the Digitally Culture Divide” Kentucky Innovators Conference, Lexington, KY.

#### Development of Pedagogical Materials:

Podcast of Holly Hapke (2022), on echocast for Echo360, “Engaging students post-COVID”  
<https://blog.echo360.com/video-echocast-episode-1>

Article about ECHO360 and marketing hybrid courses published in *Educational Technology* journal United Kingdom (2021) <https://bit.ly/39r8aeS> “3 pathways to blended learning success”

Holly Hapke (2021), Webinar Series for Cengage Learning Inc., “Boundless Teaching: Blending the Best of Virtual and Traditional”

Holly Hapke (2020), Webinar Series for Cengage Learning Inc., “Creating Connections for Conscientious Business Leaders”

Holly Hapke (2020), Webinar Series for ECHO360, “The Choice of Teaching Modality After COVID”

Holly Hapke (2018), Webinar Series for Cengage Learning Inc., “Accelerate Learning and Boost Outcomes in Your Principles of Marketing Course with MindTap”

Holly Hapke (2010), Instructor’s Manual, Test Bank, and PowerPoint Slides for *Essentials of Services Marketing*, 4<sup>th</sup> edition, K. Douglas Hoffman and John E. G. Bateson, Cengage Learning Inc.

Holly Hapke (2010), Test Bank for *Green Marketing Management*, 1<sup>st</sup> edition, Robert Dahlstrom, Cengage Learning Inc.

## **SERVICE**

- Gatton College of Business & Economics, University of Kentucky
  - American Marketing Association – 2013-Present
    - Faculty Advisor attend monthly meetings and executive board meetings
    - Case Competition, Marketing Strategy Competition

- Technology
  - Teach Anywhere faculty training, 2020
  - Canvas training to Gatton faculty, 2016, 2019
  - Canvas User Workshop Presenter, 2016, 2019
  - Guest presenter to the class of BA 700 students, 2013 – 2022
  - REMOTE: The Connected Faculty Summit, 2022 Arizona State University Badge
  - CANVAS Conference: InstructureCon 2020-2022
  - Echoexperience Conference: 2022
- Von Allmen Center for Entrepreneurship
  - Bootcamp Guest Speaker, 2017-present
- Gatton URC
  - Summer Badge Initiative, 2020
  - GCMi Mentor, 2017, 2019
  - Attend Gatton Welcome 2015-2018, 2022
- Gatton Ambassador Programs
  - Faculty Student Social Hour, 2015-2019
  - Gatton, Meet, Eat, 2022
  - Ethics Workshop, 2017
  - Cookies and Cram, 2018
  - Toy Drive, 2019
- Business LLP
  - Marketing Night 2014-2020
  - Redesign Introduction to Business Course, 2017
  - After Hours LLP site visit and talk, 2022
- Brown Bag Teaching Series
  - Guest Speaker on Teaching Technologies, 2017-2020
- Assurance of Learning Committee
  - Redesign college assessments, 2017-2018
- Young Alumni Award Committee, 2018
- Blueprint for Inclusion, World Café
  - Gatton Table host, 2018
  - Feast of Equality Gala, 2018
- University of Kentucky
  - Global Health Case Competition, 2021
  - UK Esports, Speaker series, 2020
    - Attend UCI Esports Conference 2020
  - Academic Technologies Fair, 2019-2020
    - Reviewer for Exam Soft, DUO, Grade Hub, 2019
    - COVID Teach Anywhere Training, 2020
  - First Year Success Mentoring Initiative, 1 mentee, 2020
  - First Generation Scholarly Learning Community, Faculty Facilitator, 2016

- Annual Faculty-Student dinner, 2016
  - Foster Care Student Scholarship Committee Member, 2015-2017
- Wildcat Foundation-Enhancing First Year Success, 2017-2018
  - Faculty Dimension Committee
- Football Recruitment – office visits/tours 2017-2019
- Football Practice with Professors 2018-2019
- Football Academic Bootcamp for new recruits 2019-2021
- Undergraduate Commencement marshal graduation 2017-2018
- University Appeals Board, 2014-2017
  - Title 9 training
- University Undergraduate Council Committee, 2018-2020
  - Curriculum training

### **Experiential Education**

EXP 396 (Academic Year 2012-2016) – 65+ students

### **Independent Work**

Honors Project - Business Plan (2015-2016) – 1 student

Honors Project – MKT 300 Conversion (2016-2017) – 5 students

Honors Project – MKT Capstone (Spring 2017) – 1 student

Summer Research & Creativity Fellowship, grant \$ (Summer 2018) – 1 student

Honors Project – MKT 300 Conversion (Fall 2018) – 2 students

### **Executive Education**

Medical Leadership – “Meeting Ethical Challenges in Leadership”  
(Academic Year 2012-2019)

CBA – “Ethics” (Academic Year 2012-2017)

CBA – “Essential of Human Resource” (Academic Year 2013-2017)

### **Awards and Honors**

Department Teaching Award, 2016

Teachers Who Make A Difference, UK College of Education, 2015, 2017, 2019

Tri-Alpha Honor Society, founding member, 2019

ITS Faculty Award, 2019

Gatton Teaching Excellence Grant recipient, 2019