

MARK G. ANDERSEN
PO Box 34101
Lexington, KY 40588
(859) 351-5578
mark.andersen@uky.edu

EDUCATION	Completed course work and qualifying examination for PhD program in marketing (ABD).
1996	University of Kentucky.
1984	Master of Business Administration in management. California State University, San Bernardino.
1981	Bachelor of Arts in business administration. Point Loma College, San Diego, California.
PROFESSIONAL DEVELOPMENT	<u>Multilevel Marketing: The Consumer Protection Challenge (Virtual Conference)</u> The College of New Jersey School of Business
2021-2023	Attended annual presentations and panel discussions that featured FTC officials, staff of various states' attorneys general, academic researchers, and other SMEs.
2020	<u>Week of Teaching (Virtual Symposium)</u> University of Kentucky Center for the Enhancement of Learning and Teaching Attended sessions related to multiple topics, including pedagogy in online and hybrid environments, equity and inclusion online and in the classroom, equity in grading, and fostering student engagement.
2020	<u>LinkedIn Learning</u> Sunnyvale, CA Completed multi-course learning paths for a total of 103 CPE credits in Supply Chain Management, Data Visualization, Digital Marketing, Graphic Design, Social Media Marketing, and Course Design and Instructional Skills.
2012	<u>Quality Matters Program</u> Annapolis, MD Completed <i>Applying the QM Rubric</i> workshop.
2005	<u>Troy University, Montgomery Campus</u> Troy, AL Completed three CEU-hour EQUIP (Equipping Quality University Instructors Program) course of study in the fundamentals of online instruction.
EXPERIENCE	<u>Lecturer</u> University of Kentucky, Lexington, KY
2018-present	Currently teaching Retailing and Distribution Management and Consumer Behavior; also teach Personal Selling, Services Marketing Management, and Sales Management; appear as guest speaker in VACE Entrepreneurs Bootcamp; serve on Gatton College Learning Outcomes and Assessment Committee, Department of Marketing and Supply Chain Undergraduate Studies Committee, and Sales Program Committee; serve as sponsor for undergraduate students' honors projects upon request; host department table and speak with incoming students at annual fall Gatton Welcome. Served on hiring committee for newly created Assistant Director of Assessment and Analytics position.
2015-2018	<u>Adjunct Instructor of Marketing</u> University of Kentucky, Lexington, KY Courses taught included Principles of Marketing, Services Marketing Management, Personal Selling, Consumer Behavior, and Marketing Research.

- 2009-2015 **Assistant Professor of Marketing (Nontenure Track)**
West Virginia State University, Institute, WV
Taught Principles of Marketing (online and hybrid), Consumer Behavior, Sales Management, Retailing, and Marketing Management. Developed and added the following courses to the university catalog, and subsequently taught each: E-Marketing, Global Marketing, Professional Selling, and Services Marketing. Served as academic adviser to undergraduate marketing majors. Served as member of advisory group for the Office of Career Services and Cooperative Education. Became proficient with WebCT and Sakai learning management systems.
- 2004-2009 **Visiting Assistant Professor of Management**
West Virginia State University, Institute, WV
Taught Fundamentals of Management, Personnel Management—Human Relations, Organizational Behavior, and Labor/Management Relations. Served as academic adviser to undergraduate management majors.
- 2005-2006 **Online Instructor (adjunct)**
Colorado Technical University Online, Colorado Springs, CO
Teaching duties varied between two courses: Marketing in the Virtual Marketplace and E-Business. Typically assigned to two classes per five-and-one-half-week session. Became proficient with CTU's proprietary learning management system.
- 2002-2004 **Visiting Instructor of Marketing**
Eastern Kentucky University, Richmond, KY
Taught undergraduate courses in Principles of Marketing, Consumer Behavior, Retailing, and Retailing Management, as well as advising undergraduate students. Became proficient with Blackboard learning management system.
- 2001-2002 **Associate Professor of Marketing**
Trevecca Nazarene University, Nashville, TN
Taught undergraduate courses in Principles of Marketing, Retail Management, Advertising Management, and graduate-level Marketing Management, as well as advising undergraduate students and participating in university self-study for accreditation visit by Southern Association of Colleges and Schools.
- 2001 **Instructor of Marketing (adjunct)**
Eastern Kentucky University, Richmond, KY
Taught Principles of Marketing.
- 2001 **Visiting Assistant Professor of Marketing**
Berea College, Berea, KY
Taught Fundamentals of Marketing, Consumer Behavior, Strategic Marketing Management, and Special Topic: Music in Marketing.
- 2000-2001 **Visiting Instructor of Marketing and Management**
Transylvania University, Lexington, KY
Taught Consumer Behavior, Principles of Management, Organizational Behavior, and Marketing.
- 1994-2001 **Teaching Assistant/Adjunct Instructor of Marketing**
University of Kentucky, Lexington, KY
Responsibilities typically included teaching one to two courses per semester while enrolled as doctoral student. Courses taught included Consumer Behavior, Promotion Management, and Marketing Management. Served on committee for five-year review of the MBA program.

1999	<p><u>Visiting Instructor of Marketing</u> Morehead State University, Morehead, KY Taught Marketing Principles, Promotional Strategies, and International Marketing.</p>
1997-1999	<p><u>Instructor of Marketing (adjunct)</u> Georgetown College, Georgetown, KY Taught Marketing Research and Principles of Marketing.</p>
1998-1999	<p><u>Instructor of Marketing (adjunct)</u> Xavier University, Cincinnati, OH, Onsite MBA Programs Taught MBA-level Marketing Concepts and Marketing Strategy courses.</p>
1988-1994	<p><u>Assistant Professor of Business Administration</u> Point Loma Nazarene University, San Diego, CA Taught Principles of Marketing, Advertising & Public Relations, Principles of Management, Introduction to Business, Marketing Research, and Personal Selling, as well as fulfilling advisory, committee, public service, and internship supervision responsibilities.</p>
1984-1987 1989-1992	<p><u>Instructor of Business Administration (adjunct)</u> Riverside Community College, Riverside, CA Taught three to six hours per semester from among the following titles: Administrative Communication, Principles of Management, Psychology for Supervisors, and Written Communication for Supervisors.</p>
1981-1984	<p><u>Associate Account Administrator</u> IBM Corporation, National Marketing Division Riverside, CA Member of sales team. Responsibilities included assisting lead and key account sales representatives in all phases of the sales process, monitoring and resolving customer satisfaction issues, overseeing logistical details of equipment and software installation, and collecting accounts receivable.</p>
COMMUNITY SERVICE 2023-present	<p><u>Vice President of Marketing (pro bono)</u> The Kentuckians Chorus Advise 501(c)(3) performing arts organization in matters related to recruitment of new members and increasing attendance at performances.</p>
CONFERENCE PROCEEDINGS	<p>Mark G. Andersen (2002), "Nostalgic Music Aimed at Age-Specific T Market Segments: Putting Advertising Practice into Theory," Annual Conference of the Atlantic Marketing Association, Savannah, GA.</p>
JOURNAL ARTICLES	<p>Mark A. Davis, Mark G. Andersen, and Mary B. Curtis (2001), "Measuring Ethical Ideology in Business Ethics: A Critical Analysis of the Ethics Position Questionnaire," <i>Journal of Business Ethics</i>, 32 (July), 35-53.</p>