

KELCE COLLEGE CURRICULUM VITAE

PERSONAL INFORMATION

Name:	Mary K. Wachter	Rank:	Instructor
Department:	Management and Marketing	Office:	KC: 223F
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EDUCATION AND PROFESSIONAL CREDENTIALS

MBA	University of Missouri-Kansas City, 1983, Marketing
BBA	Pittsburg State University, 1981, Marketing

EMPLOYMENT HISTORY

1986 - 2013	Pittsburg State University Lecturer
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SCHOLARLY PUBLICATIONS

Refereed Journal Articles

Maceli, K. M., Wachter, M. K. (2012). The Changing Role of Media for High School Sports Fans Creates Opportunity for Website Development and Social Media Use. *NEBA 2012 Great Plains Economic and Business Conference Journal*, 4(2).

Other

Southeast Kansas Business Journal. (December 2012).

Wachter, M. K. (2012). *Welcome to the Social Media Marketing Jungle*. Southeast Kansas Business Journal.

COURSES TAUGHT

Pittsburg State University

MGMKT 320, 'BUSINESS STATISTICS', 33 courses.

MGMKT 330, 'BASIC MARKETING', 10 courses.

MGMKT 550, INTERNET MARKETING, 1 course.

FACULTY/TEACHING DEVELOPMENT ACTIVITIES

Conference Attendance

Conference Attendance, "Great Plains Economic and Business Conference 2012," Great Plains Economic and Business. (2012).

Seminar

Seminar, "Blackboard Usage in Courses," Kelce Faculty Development Committee.

Seminar, "Course Evaluation Content," Kelce Faculty Development Committee.

Seminar, "Innovations in Classroom Technology," Kelce Faculty Development Committee.

Seminar, "Multicultural Diversity Content in Courses," Kelce Faculty Development Committee.

Seminar, "Student References in Career Search," Kelce Faculty Development Committee.

Seminar, "Writing to Learn," Kelce Faculty Development Committee.

Workshop

Workshop, "SmartBoard in Education," Kelce Faculty Development Committee.

PROFESSIONAL ACTIVITIES

Member, Beta Gamma Sigma International Honor Society.

Member, Omicron Delta Kappa National Leadership Honor Society.

HONORS

Service, University

Omicron Delta Kappa Faculty Appreciation Award, Omicron Delta Kappa.

Outstanding Faculty of the Year Award, PSU Greek Council.

Teaching

Kelce College of Business Excellence in Teaching Award, Kelce College of Business.

PSU Distinguished Faculty of the Year Award, Pittsburg State University.

Who's Who Among America's Teachers.

SERVICE AND CONSULTING

Department Service

Committee Member, Department Scholarship Selection Committee.

Committee Member, Dept. Undergraduate Curriculum Committee.

College Service

Committee Member, College of Business Assessment Committee.

Committee Member, College of Business Faculty Development Committee.

Committee Member, College of Business Placement Committee.

Committee Member, Kelce Strategic Planning Committee.

University Service

Committee Member, PSU Ad Hoc Exploratory Committee on E-books.

Committee Member, PSU Faculty Judge, Greek Week Competitions.

Committee Member, PSU Homecoming Festivities Faculty Judge.

Coach, PSU Honorary Faculty Basketball.

Student Org Advisor (Professional Org), PSU Marketing Association.

Committee Member, University Centennial Picnic Committee.

Committee Member, University Graphic and Imaging Policy Committee.

Committee Member, University Parking Committee.

Committee Member, University Student Judicial Board.

Committee Member, University Sustainability Committee.

Professional Service

Member, Beta Gamma Sigma International Honor Society.

Member, Omicron Delta Kappa National Leadership Honor Society.

Public Service

Board Member, Board of Advisors, Entrepreneur & Marketing Class, St. Mary's Colgan High School, Pittsburg, KS. (2010 - 2011).