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**Roberta McKee, Ph.D.**  
**Assistant Teaching Professor**  
**Marketing**  
**W. Frank Barton School of Business**  
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### **Academic Background**

Ph.D. University of Nebraska, Lincoln, NE USA, Community and Human Resources, 1992.

M.Ed. University of Nebraska, Lincoln, NE USA, Vocational Education, 1989.

B.S. University of Nebraska - Kearney, Kearney, NE USA, Marketing Education, 1981.

### **Memberships**

American Marketing Association, 2014-16

Wichita Chapter of the American Marketing Association, 2014-16

### **WORK EXPERIENCE**

#### **Academic Experience**

Barton Lecturer, Wichita State University (July, 2007 - Present), Wichita, Kansas. Instruct graduate classes that include the marketing portion of MBA 801. Instruct undergraduate classes in the Department of Marketing in the areas of Principles of Marketing, Retailing, Consumer Behavior, Promotion Management, and Marketing Programs. Developed interactive online courses in MBA 801, MKT 405, 404, and 300.

Associate Professor, Columbia College (May, 2000 - May, 2006), Columbia, Missouri. Developed and instructed online and offline courses in marketing, public relations, business communications, advertising, research, e-marketing, sports marketing, and business communications for the undergraduate and graduate programs of Columbia College. Was Associate Professor at Columbia College from 2000 - 2006.

#### **Non-Academic Experience**

##### **National**

Franchise Owner, American Express Financial Advisors (1996 - 2004), Columbia, Missouri. Financial advice and portfolio management for 400+ clients and \$40,000,000 in client assets in two office locations. I was a trainer in St. Louis for the corporate office from 1997-1998. I trained new advisors on how to market their practices.

#### **Consulting**

2017: Old Town Farmer's Market

2017: Beauties and Beasts

2015: Wichita Indochinese Center, Website and Content Development,

2015: Keep Girls Safe

2014: Lighthouse Music  
2014: Delicious Designs  
2013: Fellowship of Christian Athletes  
2012: Alzheimer's Association  
2011: The Breakthrough Club  
2011: Families Together  
2010: KETCH  
2009: Trees for Life, Books for Life  
2009: Multiple Sclerosis Society

### **Courses Taught**

**Courses from the Teaching Schedule:** Marketing Basics, Consumer Behavior, Consumer Decision Processes, Directed Studies, Independent Study, Marketing, Marketing Programs, Promotion Management, Retail Management

### **INTELLECTUAL CONTRIBUTIONS:**

#### **SERVICE:**

#### **Service to the University**

#### **Department Assignments**

##### **Faculty Advisor:**

2014-2018 Shocker Student Marketing Association

##### **Member:**

2017-2018 Search Committee new marketing professors

2045-2018: Curriculum Committee for the Marketing Department

##### **Other Institutional Service Activities:**

2011-2018: Creation of Online MKT 404, 405, 300 MBA 805, MKT 804

#### **College Assignments**

##### **Member:**

2014-2015 – 2017-2018: Technology Committee

2011-2018: Strategic Planning Task Force

##### **Member:**

2016-2017: Online Quota Task Force

2015: Search Committee for Assistant Director of Graduate Programs

2014-2015: Innovation Task Force

2013-2018: Barton School Technology Committee

2013-2014: Barton School of Business Dean Search Committee

2013-2014: Barton School Strategic Planning Committee

2015-2016: Teaching Awards

## **University Assignments**

### **Master's Thesis:**

2017-2018: Lyndsey Edwards, Elliot School Master's Thesis

2018 -2019: Kaitlin Miller, Elliot School Master's Thesis

### **Member:**

2016-2017: Learning Management System Committee

## **Service to the Community**

### **Member of a Committee**

2017: Wichita Community Clinical Oncology Program Patient Advocate Advisory Board at Via Christi.

2016: Wichita Community Clinical Oncology Program Patient Advocate Advisory Board at Via Christi., I am a member of the Wichita Community Clinical Oncology Program Patient Advocate Advisory Board at Via Christi.

2016: Alumni Advisory Board for Lambda Chi Alpha, Served on the Alumni Advisory Board for the new WSU fraternity, Lambda Chi Alpha.

2015: Alumni Advisory Board for Lambda Chi Alpha., · Served on the Alumni Advisory Board for the new WSU fraternity, Lambda Chi Alpha.

2013 – 2018: Wichita Community Clinical Oncology Program Patient Advisory Board at Via Christi, I am a member of the Wichita Community Clinical Oncology Program Patient Advocate Advisory Board at Via Christi.

2014 – 2015: Via Christi Cancer Service Line, I am the WCCOP Advisory Board representative to the Via Christi Cancer Service Line. This is a committee that includes medical doctors, nurses, and other medical professionals. The objective is to improve service delivery at Via Christi.

2013: Air Capital Classic Media Committee (Web.com Tour)

## **Faculty Development**

### **Other Professional Development**

2016- 2018: American Marketing Association International Collegiate Conference, New Orleans, Louisiana. Attended the American Marketing Association International Collegiate Conference in New Orleans, LA.

2015: WSU Leadership Academy Fellowship, Wichita, Kansas. This is a year-long program designed to foster the development of future leaders within the college with the long-term vision of the Academy to collaborate with the university to be actively involved in providing leadership to the community in Wichita and the surrounding region.

### **Technology-Related Training**

2015: Applying the Quality Matters Rubric, United States, Virtual. Completed 30-hour online workshop for Quality Matters “Applying the Quality Matters Rubric” on June 2-June 16.

2015: Quality Matters: Peer Reviewer Course, United States, Virtual. Achieved certification by completing course requirements for the 20-hour Peer Reviewer Course (PRC) offered by Quality Matters, 12/8/2015 – 12/23/2015.

2014: Online Learning Workshops, Wichita, Kansas.

- 1/2014 Using Collaborate on the Blackboard Platform - MRC
- 11/5/2014 Use of Panopto in Online Courses
- 9/18/ 2014 "You took the Words Right Out of My Mouth!" MRC MRC
- 9/24/2014 "Let's Give Them Something to Talk About."