

Midland College Faculty Vitae

Name:

Dr. R. Kay Green

Names of all higher education institutions attended, with degrees earned:

Doctorate of Business Administration Specialization: Marketing/ Leadership Argosy University, Atlanta, Georgia
February 2012

- 3.81 GPA; Dissertation Title: *A study of the perceived Importance of Online Interaction among Online Business faculty and students in an online College of Business*
- Relevant course work includes: Solutions-Oriented Decision Models, Leading Innovation & Change, Global & Multinational Marketing, Strategic Planning & Implementation, Solutions Leadership, Marketing & Innovation, Business Research Writing, Marketing Organization & Control, Theory and Research in Consumer Branding, Culturally Responsive Marketing, Global Challenges

Master of Business Administration Specialization: Marketing/Management, Walden University, Atlanta, Georgia
December 2005

- 3.90 GPA, Summa Cum Laude
- Relevant course work includes Advanced Marketing Research, Financial Management, Organizational Behavior, Management Information Systems, Advanced Business Statistics, Global Management, Managerial Accounting, Management Practices, Legal & Ethical Issues for Managers, Strategic Management & Planning, Advanced Marketing Management, International Marketing

Bachelor of Business Administration, Specialization: Marketing/Management, Savannah State University, Savannah, Georgia
December 2003

- 3.25 GPA, Cum Laude Recipient
- 192 score for the National ETS Business Exam
- Dean's List Recipient
- Highest GPA in Marketing Concentration
- Relevant courses includes Market Research, International Marketing, Strategic Marketing Management, Advertising and Promotion, Professional Selling

All previous teaching positions, including the names of the institutions, the position, and beginning and ending dates of employment:

Florida Institute of Technology (College of Business) , Adjunct Business Management/ Marketing Professor Online

- Instructed both graduate and undergraduate courses leading to the successful completion of the BS and MBA programs at FIT
- Facilitated effective management and marketing principles as it relates to personal, professional, and academic achievement
- Directed real-world assimilation exercises to enhance marketing theory application in the work environment
- Classes taught include Principles of Marketing, International Marketing, E-Business, Principles of Management, E-Marketing, E-Ecommerce, Social Media Marketing

New York University (School of Professional Studies) Online Adjunct Marketing Professor

- Instructed courses leading to the successful completion of the Marketing and Public Relations program at NYU
- Facilitated effective Integrated Marketing Communication and Public Relations methods as it relates to personal, professional, and academic achievement
- Conduct weekly seminars with global students with real-world assimilation exercises to enhance theory application in the global work environment
- Classes taught include Integrated Marketing Communications for Public Relations

University of Virginia (College of Professional Studies) Adjunct Public Relations Professor Online

- Instructed Public Relations courses leading to the successful completion of the PR Certification at UVA
- Served as course developer and instructional designer for three credit courses including: Introduction to Public Relations, Branding Through Public Relations, and Image Management
- Utilized Sakai Virtual Platform to facilitate each course
- Mentored both traditional and non-traditional students new to the Sakai classroom

Significant professional publications related to the teaching position, with a full citation for each:

Five Ways Businesswoman Increase Corporate Profits

In the “New-Age” of Business, Social Media is King

Six Steps to creating your Own Niche in the Marketplace

Successful Women Show How It's Done: 8 Rules for Maximizing Sales

Time to Reinvent Yourself? How to Restrategize for 2013

12 Vital Steps to Selling Yourself – and Your Brand!

6 Key Lessons from an Entrepreneur

Be Proactive...Not Reactive! Four Habits to Stay Ahead of the Curve Fashion Your Life: Dress for the Career You Want, Not the One You Have

The Social Media Effect: Are You Really Who You Portray Online?

Draft Your Blueprint to Success! 8 Strategies for Setting Attainable Goals How Many Times Have You Heard the Word NO, NO, NO and NO Again?

REposition, REstrategize, REinvent: 10 Tips for the 'New-Age' Professional in 2014

Corporate America v. Entrepreneurship? Which Path Is Right For You?

The Verdict Is In: The Future of Marketing Is Social!

To Email or Not to Email: Is Email Marketing Relevant to Your Businesses' Bottom-Line?

Relationship Marketing 1-2-3: Why Building Relationships Matters Most

7 Reasons Why We Are Fascinated With the #IceBucketChallenge

College Grads: 5 Ways to Maximize Your Marketability As You Enter the Job Market