

KATHRYN (Kate) KING

EARNED DEGREES:

M.B.A. University of Colorado – Boulder, August 1978
Marketing and Organizational Behavior Emphasis

B.S. University of Colorado – Boulder, May 1977
Business Administration, Marketing Emphasis

TEACHING EXPERIENCE:

LECTURER, **Butler University**, College of Business Administration, Indianapolis, Indiana (2003 to present)

Courses taught include Advertising and Promotion Management, Freshman Business Experience, Cooperative Education, and Principles of Marketing for undergrads and MBAs. Faculty advisor to collegiate chapter of the American Marketing Association.

ADJUNCT PROFESSOR, **Butler University**, College of Business Administration, Indianapolis, Indiana.

(Fall 2002)

Taught Selling and Sales Management courses for marketing professor on sabbatical.

ADJUNCT ASSOCIATE PROFESSOR, **Johnson County Community College (JCCC)** Overland Park, Kansas.

(1994 to 2001)

Courses taught included Marketing (classroom and on-line), Consumer Behavior, Sales Management, Retail Management, Creative Retail Selling, Marketing Research and Marketing and Management Internships. Appointed full-time temporary Professor and Program Facilitator for Marketing and Management program Fall 1997 and Spring 1999.

MARKETING INSTRUCTOR, **Metropolitan State College (MSC)** Denver, Colorado (1987 – 1991)

Courses taught included Principles of Marketing, Consumer Behavior and Retail Management. Advised student chapter of American Marketing Association.

INDUSTRY EXPERIENCE:

MERCHANDISE AND SALES MANAGEMENT, **JCPenney Company** Denver, Colorado

(1978 – 1986)

Responsible for all buying and selling functions for various merchandise divisions increasing in size and responsibility over eight year period. Scope of positions included

developing merchandise assortments for a target market, planning and implementing advertising and promotional programs, controlling financial investment and managing 20 sales and merchandising associates. Served on District Marketing Team to develop and coordinate merchandise and promotional plans for Denver-metro stores.

PROFESSIONAL ASSOCIATIONS

American Marketing Association, Indianapolis chapter, Collegiate Relations Committee (2003-present)

Marketing Management Association (2005 – present)

American Association of Women in Community Colleges (AAWCC).

American Marketing Association, Kansas City Chapter.

COMMITTEES

Curriculum Development Implementation Committee for “Freshman Business Experience” course, BU 2004 – present.

Undergraduate Marketing and Recruiting Committee, BU, 2003 – present.

Career Development Committee, BU 2004 – present.

Marketing and Management Program Advisory Board, JCCC, 1994-2001.

Adjunct Faculty Advisory Committee, JCCC, 1999-2001.

Adjunct Faculty Task Force, JCCC, 2000-2001.

Business and Technology Curriculum Review Committee, JCCC, 1998-1999,

Tech-Prep Articulation Committee for Business and Technology, JCCC, 1994-1995.

PROJECT DEVELOPMENT:

Curriculum Development, **Butler University**

Part of on-going development team for MG 101: “Freshman Business Experience.”

Co-created course objectives and metrics, annotated syllabus, experiential exercises/activities, and course materials for foundational introductory business course. Worked extensively with

Curriculum Development, **Johnson County Community College.**

Developed and taught college’s first web-based Marketing course. Scope of project included learning WebCT course management software, creating a customized homepage with WebCT tools and links, designing course materials and assessment tools and creating and managing course content path on the Web.

Curriculum Development, **Johnson County Community College.**

Developed a new comprehensive E-Commerce course for the Business and Technology Division. Scope of project included researching offerings at other League of Innovation schools across the country, reviewing and selecting texts/instructional

materials, developing course outline and syllabus, as well as designing interactive projects for students.

CONSULTING ACTIVITIES:

Curriculum Development. **University of Missouri Outreach and Extension**, 1998.

Co-created series of three Marketing modules for the University of Missouri Home Based Business curriculum. Developed comprehensive instructional materials for the subjects of Marketing Research, Product Development and Promotional Strategy. Project included writing textual information for the program's workbook as well as designing a variety of experiential learning activities for each module.

Business Development. **ATEXINC**, Leawood, Kansas, 1995 - present.

On going marketing consultant for Textile Education Products firm. Advise on new product development, pricing, distribution and promotional strategy.

PUBLISHED MATERIALS:

King, K. and Brown P. (1999). *Knowledge Is Power! Building Customer Relationships Through Information*, in conjunction with University of Missouri Extension. Kansas City, MO.

King, K. and Brown P. (1999). *Total Product Concept: Building Customer Relationships through Value*, in conjunction with University of Missouri Extension. Kansas City, MO.

King, K. and Brown P. (1999). *Ready, Aim . . . Building Customer Relationships through Communication*, in conjunction with University of Missouri Extension. Kansas City, MO.

CONFERENCES/SEMINARS/WORKSHOPS ATTENDED:

MBAA – Midwest Marketing Management Association – Chicago, March 2005.

STAMATS Successful Integrated Marketing conference – Chicago, August 2004.

JCCC Adjunct Certification Training (ACT) – 1999-2000. Certification received April 2000.

Johnson County Community College Master Teacher's Workshop – January 1999.

American Marketing Association Seminars: *“Reinventing the Retail Supply Chain”* and *“Global Marketing”* – July 1998.

Skillpath Seminar: "The Essentials of Customer Service" – June 1998.

AWARDS:

Honorary Women's Basketball Faculty Coach – 2004/5 and 2005/6 seasons (BU)
Golden Apple Award for teaching excellence – 2004 (BU)
Lieberman Teaching Excellence Award – 2000 (JCCC)
Outstanding Marketing Professor – 1988 (MSC)
Beta Gamma Sigma – 1977 (CU)
Mortar Board – 1976 (CU)

COMMUNITY ACTIVITIES:

St. Mark's United Methodist Church, Carmel, IN. Co-president of United Methodist Women's organization 2003-2004 and Vice President of Fundraising 2002-2003.
Prairie Trace Elementary School, Carmel, IN. 2001 – 2003. Co-developer and director of school wide reading incentive program.
Johnson County Nutrition Program, Johnson County, KS. 1999 – 2001. Delivered "Meals on Wheels" to housebound county seniors. Also served on Johnson County Nutrition Program's Advisory Board and "Meals on Wheels" Volunteer Committee.
Church of the Resurrection United Methodist Church, Leawood, KS. 1994 – 2001. Served on Member Involvement Committee, Visionary Committee (strategic planning) and taught in summer youth Christian education programs.
Junior League of Kansas City, MO. 1994 – 2001. Co-chaired Public Issues and State Public Affairs Committee, served on annual Holiday Mart Retail Committee and volunteered at Junior League Thrift Shop.
Joliet Junior College CABEL (Center for Adult Basic Education and Literacy), Joliet, IL. 1992-1993. Tutored in adult reading program. Awarded "*Outstanding Literacy Volunteer*" for 1993.
Du Page County PADS (Public Action to Deliver Shelter), Du Page County, IL. 1992-1993. Served as on-site coordinator for multi-denominational church sponsored homeless shelter.
Boulder Philharmonic Orchestra, Board of Directors, Boulder, CO. 1987-1990. Served as board Second Vice-president and chaired Marketing Committee.
United Methodist Church, Denver, CO. 1987-1988, Rocky Mountain Conference Committee on Communications, Served on committee to develop integrated marketing communications for conference churches and their communities.

