

Kristen Wilkerson, Ph.D.

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EDUCATION

Ph.D. in Advertising
Department of Advertising
University of Texas at Austin
Year of Completion: 2003

M.A. in Advertising + Public Relations
Department of Journalism
University of Arkansas at Fayetteville
Year of Completion: 1998

B.A. in Advertising + Public Relations
Department of Journalism
University of Arkansas at Fayetteville
Year of Completion: 1992

ACADEMIC APPOINTMENTS

2014-present **Professor of Practice**
Department of Advertising + Public Relations Undergraduate Program
Strategic Communications Online Master's Program
Michigan State University

Develop and teach online undergraduate courses in media planning and marketing. Develop and teach online graduate courses in communication ethics.

2015-2016 **Adjunct Faculty**
Department of Management & Accountancy
University of North Carolina at Asheville

Developed and taught undergraduate courses in Principles of Marketing and Marketing Strategy.

2012-2014

Head of Curriculum Design

*Integrated Marketing Communications Online Graduate Program
West Virginia University*

Managed and collaborated with faculty in the planning, development, writing, editing, quality control and production of all curriculum materials, processes and best practices.

Evaluated courses through an ongoing systematic review of their relevance, appropriateness, achievement of learning outcomes and compliance with accreditation standards.

Used a variety of research data and trend analyses to make informed recommendations concerning future course development.

Identified and implemented new approaches, technologies and content based on the unique needs of our non-traditional student population.

Created a series of interactive Adobe Flash tutorials on commonly misunderstood IMC topics.

Researched, developed and presented the structure for a hybrid (i.e. online/offline) Ph.D. program.

2003-2012

Director of Curriculum & Instruction

*Integrated Marketing Communications Graduate Program
West Virginia University*

Helped expand the online IMC master's degree program from two faculty and seventeen students (2003) to 53 adjunct instructors, 433 students and 609 graduates (2014).

Designed a 39-hour curriculum track for the IMC master's degree program.

Managed and collaborated with faculty in the planning, development, writing, editing, quality control and production of all curriculum materials, processes and best practices.

Developed and edited essential program documents including course development guides, discussion and grading rubrics, instructor contracts and course evaluation surveys.

Made all decisions concerning new course development, content design and formatting, course tracks and required hours.

Secured program accreditation from the Higher Learning Commission.

Identified, trained and managed course developers and instructors.

Established a process for reviewing and implementing feedback from faculty and student evaluations into the curriculum.

COURSES TAUGHT

Michigan State University (2014-present)

ADV 350: Media Planning

CAS 842: Ethical Concerns and Controversies for Emergent Thinkers

University of North Carolina – Asheville (2015-2016)

MGMT 250: Marketing Principles

MGMT 458: Marketing Strategy

West Virginia University (2003-2014)

MC 610: Introduction to IMC

IMC 615: Creative Strategy & Execution

IMC 618: PR Concepts & Strategy

IMC 619: Emerging Media & the Market

IMC 625: Advanced Creative Concepts

IMC 628: Applied Public Relations

IMC 629: Mobile Marketing

IMC 641: Social Media & Marketing

IMC 636: IMC Campaigns

PUBLICATIONS

Quesenberry, K.A., Coolson, M.K., & Wilkerson, K. (2015). Current trends in communication graduate degrees: Survey of communications, advertising, PR, and IMC graduate programs. *Journalism & Mass Communication Educator*, 70(4), 407-427.

Quesenberry, K.A., Coolson, M.K., & Wilkerson, K. (2012). IMC and the Effies: Use of integrated marketing communication touchpoints among Effie Award winners. *International Journal of Integrated Marketing Communications*, 4(2), 60-72.

Jarvis, S.E., & Wilkerson, K. (2005). Congress on the Internet: Messages on the homepages of the U.S. House of Representatives, 1996 and 2001. *Journal of Computer-Mediated Communication*, 10(2). doi: 10.1111/j.1083-6101.2005.tb00246

Martha Stewart & IMC: It's a good thing. (2004). *IMC Communique*, Reed College of Media, West Virginia University, 1-4.

Benetton. (1999). In J. McDonough & K. Egolf (eds.), *The Advertising Age Encyclopedia of Advertising*, Vol. 1. New York: Fitzroy Dearborn, 160-162.

CONFERENCES

Keeping Students and Faculty Engaged in the Online Classroom
(06/2014). National IMC Integrate Conference, West Virginia University, Morgantown WV.

Nurturing Student Learning and Retention Through a Well-Designed Online Curriculum
(06/2013). National IMC Integrate Conference, West Virginia University, Morgantown WV.

Ensuring the Quality of Online Curriculum

(06/2012). National IMC Integrate Conference, West Virginia University, Morgantown WV.

Can Online Education Beat The Classroom? Latest Methods, Programs and Curriculum

(03/2012). Annual Conference of the American Academy of Advertising, Myrtle Beach, SC.

Administration and Curriculum in Online Education

(08/2011). Annual Conference of the Association for Education in Journalism & Mass Communication, Denver, CO.

Creative Ideas for Engaging Online Students

(06/2011). National IMC Integrate Conference, West Virginia University, Morgantown WV.

Keeping Online Curriculum Fresh and Relevant

(06/2010). National IMC Integrate Conference, West Virginia University, Morgantown WV.

Congress on the Internet: Perceptions of Virtual Constituents on the Web Sites of the U.S. House of Representatives, 1996 and 2001

(04/2002). Annual Conference of the Midwest Political Science Association, Chicago, IL.

An Examination of Topic Consistency Between Adweek and the Journal of Advertising

(03/2001). Annual Conference of the American Academy of Advertising, Salt Lake City, UT.

The Brand Personality Scale: An Application for the Personal Computer Industry

(08/2000). Annual Conference of the American Psychological Association, Washington, D.C.

A Content Analysis of Research Articles in the Journal of Advertising: 1978-1998

(03/2000). Annual Conference of the American Academy of Advertising, Mesa, AZ.

SERVICE

Journal Manuscript Reviewer and Editor, Association for Education in Journalism and Mass Communication – 2016, 2017, 2018, 2019, 2020.

Graduate Committee, Reed School of Media, West Virginia University, 2012-2014.

Rubric Review Committee, Reed School of Media, West Virginia University, 2009-2014.

Digital Marketing Communications Program Committee Chair, Reed School of Media, West Virginia University, 2009–2011.

IMC Accreditation Committee Chair, Reed School of Media, West Virginia University, 2008–2012.

Reviewer, Southwest Education Council for Education in Journalism and Mass Communication, 2003-2004.

Vice President, University of Texas Advertising Council, 1999-2000.

PROFESSIONAL EXPERIENCE

1995-1998

Founding Partner & Vice President

*Thompson + Earnhart (now Saatchi & Saatchi X)
Fayetteville, AR*

Co-founded and built company into the second-largest full service advertising/PR agency in Northwest Arkansas in three years.

Managed annual billings of over \$3 million.

Served as Lead Copywriter and Editor in the art department.

MEMBERSHIPS + AFFILIATIONS

American Academy of Advertising, 1999–2015.

American Association of Advertising Agencies, 1996–1998.

Northwest Arkansas Advertising Federation, 1995–1998.

Public Relations Society of America, 1996–1998.