

PATRICIA F. MARK, Ph.D.

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Curriculum Vitae

EDUCATION

Doctor of Philosophy

The University of Southern Mississippi, Hattiesburg, Mississippi
Concentration: Mass Communication
Emphasis: Advertising and Public Relations

Master of Business Administration

University of South Alabama, Mobile, Alabama
Emphasis: Management

Diplôme d'Etudes Supérieures Commerciales, Administrative et Financières (D.E.S.C.A.F.)

École Supérieure de Commerce, Pau, France
Emphasis: Marketing and Advertising

Bachelor of Arts, International Studies

University of South Alabama, Mobile, Alabama
Emphasis: International Marketing

EXPERIENCE

Associate Professor of Communication, Strategic Communication

Department of Communication, University of South Alabama, Mobile, Alabama, 2014-Present
Coordinator Strategic Communication concentration, Graduate Coordinator

Associate Professor of Communication, Advertising

Department of Communication, University of South Alabama, Mobile, Alabama, 2010-2014
Coordinator Advertising concentration

Visiting Professor, TBWA-Paris

XL Agence, Textuel La Mine, Paris, France, April-June 2013
Semester sabbatical researching consumer engagement, social media and branded content

Assistant Professor of Communication, Advertising

Department of Communication, University of South Alabama, Mobile, Alabama, 2004-2010
Coordinator Advertising concentration

Assistant Professor of Communication and Public Relations

Division of Communication, Fine and Performing Arts, Spring Hill College, Mobile, Alabama,
1998-2004

Director of Lifelong Learning and Summer Sessions

Spring Hill College, Mobile, Alabama, 1994-1998

- Directed the adult undergraduate, non-credit and summer school programs
- Researched, developed and initiated the following non-credit and non-degree programs: *The Spring Hill College Summer Writing Program for Rising High School Sophomores, Juniors and Seniors*, 1996; *The Post-Baccalaureate Premedical Program*, 1997

Marketing Director Academic Programs

Spring Hill College, Mobile, Alabama, 1992-1994

- Responsible for all aspects of marketing and advertising for academic programs including the Division of Lifelong Learning, Graduate Programs and the Intensive Language Institute
- Researched, developed and initiated the following degree programs: *The Bachelor of Arts in Organizational Management and Communication*, accelerated degree program, August 1992; *The Master of Liberal Arts*, January 1995; *Bachelor of Science in Nursing*, August 1995

Program Director, Business and Management Programs

Department of Conference Activities and Special Courses, School of Continuing Education, University of South Alabama, Mobile, Alabama, 1987-1992

- Planned, marketed and coordinated professional training and development programs

Department Manager

McRae's, Inc., Mobile, Alabama, 1986-1987

Instructor

John C. Calhoun Community College, Huntsville, Alabama, 1985-1986

English Instructor, Pau, France, 1984-85

Marketing Intern, Diamant Boart, Pau, France, 1984-1985

Graduate Assistant

College of Business and Management; Department of Institutional Research, University of South Alabama, Mobile, Alabama, 1983-1984

Marketing Assistant

Hibernia National Bank, New Orleans, Louisiana, 1982-1983

TEACHING EXPERIENCE

Advertising Principles

Creative Strategy

Media Planning

Public Speaking

Strategic Writing

History of U.S. Advertising (graduate)

Strategic Crisis Management (graduate)

Comparative Advertising Practices in the U.K. and the U.S. CCSA Study Abroad Program London, England, 2007

Advertising Campaigns

Consumer Sales Promotion

Public Relations Campaigns

Strategic Campaigns

Tideline Student Agency

Global Strategies (graduate)

Reputation Management (graduate)

SCHOLARSHIP

Dissertation

Mark, P. (1998, May). "A study of consumers' recognition and recall of environmental claims." Unpublished doctoral dissertation, The University of Southern Mississippi, Hattiesburg, Mississippi.

Manuscript under Review

Rockwell, S. Mark, P. (2021, April). The Effects of Social Media Comments on the Affective Reactions to a Sponsored Movie Trailer. *Journal of Social Media and Society*.

Peer-Reviewed Academic Articles

Mark, P. & Toelken, K. (2009). Poisoned by a toxic brand: A worst case scenario of employer branding A Case Study of a Fortune 100 Technology Firm. *The Organization Development Journal*.

Toelken, K., & Mark P. (2009). BisLogic: Building an employer brand through corporate image, personality, identity and reputation. *i-manager's Journal on Management*.

Mark, P., & McPherson, J. (2009). Institutional review boards and public relations/mass communication research: Furthering the conversation. [On-line]. *Public Relations Journal*, (3), 3. Available at: www.prsa.org/prjournal.

Mark, P., & Braley, E. (2009). Fractured brands: Perceptions of Mississippi Gulf Coast residents toward the property and casualty insurance industry before and after Hurricane Katrina and their effect on brand equity. [On-line]. *B>Quest (Business Quest)*. Available at: www.westga.edu/~bquest/

Mark, P. (2008). Redefining business communication courses to enhance student employability. [On-line]. *B>Quest (Business Quest)*. Available at: www.westga.edu/~bquest/

Presentations

Toelken, K. & Mark, P. (2008, September). *Employer Branding*. Paper presented at the Academy of Business Education Financial Education Association Joint Conference Hilton Head, South Carolina.

Mark, P. & Braley, E. (2008, August). *Fractured Brands: Perceptions of Mississippi Gulf Coast residents toward the property and casualty insurance industry before and after Hurricane Katrina and their effect on Brand Equity*. Poster session presented at the AEJMC Convention, Chicago, Illinois.

Mark, P. & Braley, E. (2008, March) *Perceptions of Mississippi Gulf Coast residents toward the property and casualty insurance industry before and after Hurricane Katrina and their effect on Brand Equity*. Paper presented at the AEJMC Southeast Colloquium, Auburn University, Auburn, Alabama.

Mark, P. (2005, April) *Teaching business communication: A course revisited*. Paper presented at the Fifth Annual Meeting of the Academy of Business Education, Grosvenor Resort, Disney World, Florida.

Mark, P. (2005, March) *Review boards and undergraduate public relations/mass communication research: Can a compromise be reached?* Paper presented at the 8th Annual International Public Relations Research Conference, Miami, Florida.

Mark, P. (2003, July) *Integrated communication: A total communication approach*. Presented at the Association of Jesuit Colleges and Universities Communication Conference, Seattle University.

Mark, P. (1995, April) *Puffery in green advertising claims: Its effect on consumer behavior*. Paper presented at the interdisciplinary Conference on Communication and Our Environment, University of Tennessee-Chattanooga.

Panels

Moderator (2015, August) Paid, Owned, Earned (POE): Strategies for teaching traditional, digital, social, native advertising/branded content, big data and analytics. Developed a panel that provided teaching tools and strategies for faculty who teach media. Association for Education in Journalism & Mass Communication, San Francisco, California.

Moderator (2007, March) Statehood, disaster, and epidemics. Association for Education in Journalism & Mass Communication Regional Conference, New Orleans, Louisiana.

Panel Chair (2000, June) *Public Relations Curricula: Case Study Approaches, and Pedagogical Considerations*. The Association of Jesuit Colleges and Universities Communication Conference, University of Scranton, Scranton, Pennsylvania.

Proceedings

Mark, P., & Braley, E. (2008, August). *Fractured Brands: Perceptions of Mississippi Gulf Coast residents toward the property and casualty insurance industry before and after Hurricane Katrina and their effect on Brand Equity*. Presented at the Association for Education in Journalism & Mass Communication Convention, Chicago, Illinois.

Mark, P. (2005, March). *Review Boards and Undergraduate Public Relations/Mass Communication Research: Can a compromise be reached?* Presented at the 8th Annual International Public Relations Research Conference, Miami, Florida.

BOOK REVIEWS

Berman, Margo (2016). [Review of the book *The Blueprint for Strategic Advertising*]. Rowan & Littlefield Publisher.

Blakeman, Robyn (2014). [Review of the book *Integrated Marketing Communication: Creative Strategy from Idea Implementation, Second Edition*] Rowan & Littlefield Publisher.

DIRECTED STUDENT RESEARCH

Farris, Kelsey (2021, July). *Are you happy? How Employee Satisfaction Affects Employee Productivity in Private Hospitals*. Master's thesis. University of South Alabama, Mobile, Alabama.

Boone, Sara (2020, May). *The Importance of Community to Honors Students and Its Connection to University Recruiting Efforts*. Undergraduate honors thesis. University of South Alabama, Mobile, Alabama.

Berger, Lauren (2019, May). *Intercultural Communication: Mobile, Alabama & Ichihara, Japan Sister Cities program*. Master's thesis. University of South Alabama, Mobile, Alabama.

Cooley, Jennifer (2017, May). *Disabling the Face of Advertising: Investigating Audience Response to Ability Integrated Advertising*. Master's thesis. University of South Alabama, Mobile, Alabama.

Oden, Ayla (2017, May). *Collective Memory and the Alabama War Dog Memorial*. Undergraduate honors thesis. University of South Alabama, Mobile, Alabama.

Williams, Jade (2016, May). *The Representation of Feminist Ideals Present in the Anime Films of Hayao Miyazaki*. Undergraduate thesis. University of South Alabama, Mobile, Alabama.

Riley, Erin (2015, May). *The American Cancer Society: Targeting Young Adults for the Relay for Life Glow Run*. Master's Project. University of South Alabama, Mobile, Alabama.

Godwin, Sara (2014, May). *Ageism: An Age-Old Issue in Advertising – an Analysis of Older Adults in Magazine Advertisements*. Master's thesis. University of South Alabama. Mobile, Alabama.

Bell, Evey (2012, May). *How the Popularity of a Sport Affects the Use of Athletes in Print Advertisement: A Content Analysis Using the Meaning Transfer Model*. Master's thesis. University of South Alabama. Mobile, Alabama.

Stephens, Shelley (2011, May). *Signaling Theory and its Role in Branding University Contract Training Programs*. Master's thesis. University of South Alabama. Mobile, Alabama.

Robbins, Anna (2011, August). *Advertising in the Fashion Industry: The Effects of Socially Provocative Advertising on Attitude Toward the Advertisement, the Brand and Consumer Purchase Intentions*. Master's thesis. University of South Alabama. Mobile, Alabama.

Walter, Melissa (2008, May). *Campaigning in the New Millennium: How the New Media Affects College Students' Attention to and Participation in the Political Process*. Master's thesis. University of South Alabama. Mobile, Alabama.

Wall, Crystal (2007, May). *Revenue vs. Gender: An Analysis of Public Relations and Media Efforts at NCAA Division I Universities*. Master's thesis. University of South Alabama. Mobile, Alabama.

GRANTS

External

Mark, Patricia (2018, August). Tideline Student Agency, Threaded Fasteners, Inc., \$24,000

Mark, Patricia (2014, July). Tideline Student Agency, Threaded Fasteners, Inc., \$35,785

Mark, Patricia (2014, April). Pay It Forward Challenge, Protect America, \$5,000

AWARDS

College of Arts and Sciences Award for Teaching Excellence, 2015

SERVICE

University of South Alabama

Faculty Senate, 2016-present, Arts & Sciences Caucus Leader, 2019-2020, Chair, Salary and Benefits 2018-2019

University Committees

- Prior Learning Assessment Committee, 2017-2019
- USA Marketing Communication Advisory Committee, 2015-2018
- Admissions Appeals Committee, 2016-2018
- Board of Directors, USA National Alumni Association, 2005-2011

College of Arts & Sciences Committees

- Graduate Coordinator Committee, 2019-present
- APPC Committee, 2019-present, (Chair 2014-2016)
- International Education Committee, 2015-2016, 2016-2017
- Sabbatical Committee, 2005-2006, 2013-2014, 2015-2016, 2016-2017
- Summer Research Committee, 2008-2009
- Study Abroad Committee, 2006-2008
- Archeology Museum Committee, 2006-2007
- Scholarship Committee, 2004-2005

Department Committees

- Curriculum Committee, (Chair 2014-present), 2011, 2004-2008
- Strategic Communication Committee (ad hoc), (Chair 2014-present)
- Graduate Studies Committee, (Chair 2019-present), 2015-2017, 2007-2008
- Assessment Committee, 2019-present
- Strategic Communication Assistant Professor Search Committee (Chair 2013, 2017, 2019)
- Accreditation Committee, (Chair 2014-2015), 2004-2005
- Michael S. Hanna Scholarship Committee, 2008-2011

Faculty Advisor

- American Advertising Federation (AAF) Student Chapter, 2008-2019

Municipal

- Junior Miss Public Relations Advisory Board, 2007-2010

OUTREACH

Threaded Fasteners, Inc., 2014-present

Mobile County License Commission, 2017-present

University of South Alabama Office of Commercialization & Industry Collaboration, 2017-present

University of South Alabama Office of Research & Economic Development, USA I-Corps Site, 2018-present

Equine Therapy Group, 2018

PROFESSIONAL DEVELOPMENT

University of South Alabama

- Reviewing & Scoring Applicants: Best Practices with Assignments, Interviews, and Scoring in Web Admit
- Canvas Fundamentals
- Getting Start with Team Based Learning
- Sakai 101 Certification
- Classroom Assessment & Evaluation
- Course Design and Development
- Class Management and Plagiarism
- Motivating Students
- Writing for Publication I

PROFESSIONAL ORGANIZATIONS/AFFILIATIONS

- American Advertising Federation (AAF) 2008-2019
- American Advertising Federation Bay Area Advertising Federation, 2007-2014
Board of Directors, 2009-2012
- Association of Education in Journalism and Mass Communication Research, 2008-present
Membership Committee, 2008-2011
- Public Relations Council of Alabama, Mobile Chapter, 1998-2005
Vice President of Community Service, 2002-2004

CONSULTING

- Communication consultant, Dominick Matranga for Alabama Senate District 35, 2012-2013
- Communication consultant, Dominick Matranga for Mobile County Commission District 3, 2011
- Communication consultant, Going Global Incorporated, 2009
- Communication audit consultant, Norton-Lilly International, 2006
- Public relations director, Bess Rich Mayoral Campaign, 2005
- Media consultant, Mercy Medical, 2002
- Communication consultant, Murray House Assisted Living, 1998-1999
- Communication consultant, Wilbur Williams, Sheriff, 1998

LANGUAGES

- English
- French