

Kathleen Wooden, BComm, MBA

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ACADEMIC TEACHING EXPERIENCE

Accreditation Coordinator, Rowe School of Business, Dalhousie University 09/14 – present

- Support the development and ongoing revision of Assurance of Learning (AOL) for all programs that fall within the scope of accreditation
- Work closely with Program Directors and the lead Program Administrators to manage the AOL plans for the accredited programs
- Collect data/measures/rubrics and samples of student work from instructors and Management Career Services pertaining to the AOLs
- Coordinator of the Rowe School of Business Assurance of Learning Committee
- Assist the Associate Director of the Rowe School of Business in the preparation of reports for accreditation

Lecturer, Rowe School of Business, Dalhousie University 01/13 – present

- Design work term report guidelines for three required work term courses as a key component of the Bachelor Commerce Co-op Program, resulting in increased students' ability to benefit from their work integrated learning experience
- Provide effective guidance and timely support to students while on work term
- Present to students prior to work term experience to increase understanding of work term report requirements
- Instructor for 43 sections of the mandatory Commerce Co-op work term courses (COMM 2801, 3801, 3802) involving the evaluation of in excess of 4,200 students within established requirements

Lecturer, Department of Marketing, Saint Mary's University 09/99 – present

- Contracted on both a part-time and a full-time basis to teach more than 70 sections of a wide variety of marketing courses (specifics provided below)
- Completed four, nine-month, sessional contracts (3 courses per term) and met marking deadlines for up to 200 students without a marker or teaching assistant
- Utilized both uncoordinated and coordinated curriculum formats
- Developed considerable experience using a variety of individual and group evaluation methods, including: quizzes, presentations, electronic market simulations, examinations, case analysis, and marketing plans (general and promotional)

Graduate Level Marketing Courses Taught:

- Marketing Management (4 sections)
- Consumer Behaviour (1 section)
- Integrated Marketing Communications (1 section)
- Strategic Marketing (1 section)

Undergraduate Level Marketing Courses Taught:

- Introduction to Marketing (23 sections)
- Marketing Management (15 sections)
- Integrated Marketing Communications (9 sections)
- Consumer Behaviour (8 sections)
- Retail Management (8 sections)
- Marketing Research (2 sections)
- Channels (1 section)

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Lecturer, Business & Tourism, Mount Saint Vincent University 01/12 – 04/13

- Taught Advertising Theory and Practice and Retailing Management
- Teaching methods utilized included cases, YouTube and Social Media, and in-class exercises

Lecturer, Rowe School of Business, Dalhousie University 01/11 – 04/11

- Taught Marketing Communications and Marketing Management
- Teaching methods utilized included cases, speakers and in-class exercises
- Utilized current examples in both courses to demonstrate applied marketing theory

PROFESSIONAL EXPERIENCE

Research Consultant, Management Career Services 02/18

- Provided guidance with questionnaire design to assess the Commerce Co-op Orientation a series of online and in-class modules to prepare students for their work terms.

Marketing Director, Bedford Titans Soccer Association 01/14 – 08/17

- Created and managed promotional strategies to grow membership by 3%
- Managed sponsorship of approximately \$6,000 to assist to cover jerseys and other equipment
- Assisted in designing membership satisfaction survey
- Organized, scheduled and managed Youth Coaches to provide support for approximately 250 players aged four to eight

Research Consultant, Dalhousie Professional & Managerial Group (DPMG) 11/16 – 02/17

- Conducted research with DPMG membership to assist the association in the development of strategic priorities
- Designed focus group discussion guide and self-administered questionnaire
- Moderated two focus groups with DPMG members

Consultant 01/05-12/05

- Independent consultant to assist with specific projects
- Provided focus group research services and specific responsibilities included designing research tools, moderating & preparing reports

Senior Research Consultant, Bristol Group/OmniFacts Research 05/94 – 12/02

- Responded with formal proposals, often under tight deadlines, to a variety of RFPs from both the public and private sector to secure marketing research contracts valued from \$5,000 to \$50,000
- Effectively developed, executed and managed qualitative and quantitative projects for a broad range of clients in a variety of fields including: telecommunications, agricultural, not-for-profit, cultural, political parties and various levels of government
- Provided clients with both top line summaries and detailed analysis with recommendations of research findings, often within aggressive time frames
- Research included: advertising and brand name testing, communication evaluations, market potential assessments, tracking studies, employee surveys and social research
- Performed business development for new clients as well as increased breadth of services provided to current clients

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EDUCATION

Master of Business Administration, Marketing Concentration 09/88 – 05/90
Saint Mary's University, Halifax, Nova Scotia

Bachelor of Commerce, Marketing & Management Double Major 09/84 – 05/88
Saint Mary's University, Halifax, Nova Scotia
Graduated with distinction

PROFESSIONAL MEMBERSHIPS

American Marketing Association 01/14 – present

Canadian Association for Co-operative Education (CAFCE) Atlantic 08/13 - present

COMMITTEE MEMBERSHIP

MBA Program Committee, Rowe School of Business (ex-officio) 01/18 - present

Teaching Community of Practice, Rowe School of Business, Dalhousie University 09/17 - present

- Meet to discuss unique teaching practices in the classroom and research interest

Bachelor of Commerce Program Committee, Rowe School of Business (ex-officio) 09/14 – present

Bachelor of Management Program Committee, Faculty of Management (ex-officio) 09/14 – present

Coordinator of Assurance of Learning Committee, Dalhousie University 09/14 – present

- Organize meetings, set agendas, take minutes as well keep all documentation on file.
- Participate in research project related to co-op

Co-Chair Research Committee, CAFCE Atlantic 06/14 – present

- Conducting research to provide a better understanding of Co-operative Education
- Created and participated in *Research Presentation for Professional Development Conference: MPHEC Comparison of Co-op and Work Experience*
- Produced an infographic highlighting key findings titled "*The Co-op Advantage – The Impact of Participation in Co-op Education on Class of 2012 Graduate Outcomes In the Maritime Provinces.*"

Co-op Student of the Year Award Committee, Rowe School of Business 02/17, 02/18

- Evaluated student nominee packages based on established evaluation rubric
- Represented academic viewpoint in consideration of nominated students for the award

Co-op Employer of the Year Awards Committee, Dalhousie University 02/17, 02/18

- Assessed approximately 30 employers nominated in up to 10 individual categories
- Represented academic viewpoint for the Faculty of Management in consideration of a wide variety of learning environments and mentorship provided to Dalhousie University co-op students

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- Corporate Residency MBA Program Committee**, Rowe School of Business (ex-officio) 09/14 – 11/17
- Hiring Committee, Business Communication Instructor**, Dalhousie University 04/17
- Participated in the evaluation and selection of the most appropriate candidate for the position
- Rapid Taskforce of Limited Term Faculty Members**, Dalhousie University 04/15
- Update metrics for assessing the professional qualifications for accreditation (AACSB) purposes

ACCREDITATION PROFESSIONAL DEVELOPMENT

- Association to Advance Collegiate Schools of Business (AACSB) Seminar** 06/17
AACSB Continuous Improvement Review Seminar – 7 Hours
- Association to Advance Collegiate Schools of Business (AACSB) Seminar** 01/16
AACSB International Assessment Seminar II – 14 Hours
- Association to Advance Collegiate Schools of Business (AACSB) Seminar** 06/15
AACSB International Assessment Seminar I – 14 Hours
- Rubrics and Feedback: Communicating with Students About Assessment** 10/14
Dalhousie Faculty of Management Teaching Workshop
- Rubric Workshop for Assurance of Learning** 09/14
Dalhousie University
- AACSB “Closing the Loop” – Social Media Showcase** 11/12
Saint Mary’s University
- AACSB “Closing the Loop” – Developing Student Presentation Skills** 02/12
Saint Mary’s University
- AACSB “Closing the Loop” – Developing Student Information Literacy Skills** 02/12
Saint Mary’s University

WORK INTERGRATED LEARNING PROFESSIONAL DEVELOPMENT

- Career Educator Certificate** 09/17 - 12/17
Canadian Association of Career Educators and Employers (CACEE)
- Career Resources
 - Career Coaching & Counselling
 - Employer Relations & Recruitment
 - Programs & Delivery

Professional Development Conference Canadian Association for Co-operative Education Atlantic	03/17
<ul style="list-style-type: none">• MPHEC Comparison of Co-op and Work Experience (Presenter)• Co-op, WIL and the Future of CAFCE Atlantic: Exploring factors impacting rise of WIL for CAFCE/CAFCE Atlantic	

STUDENT FOCUSED PROFESSIONAL DEVELOPMENT

Putting Professional Communications Skills (MGMT 3602) Online Dalhousie University, Centre for Teaching and Learning	02/18
Strategies, Acculturation & Teaching for International Students Saint Mary's University – Writing Centre	02/18
<ul style="list-style-type: none">• Conversation Structures & Communication• Writing, Academic Acculturation & Achievement	
Atlantic Universities' Teaching Showcase Small Teaching Exploring the Potential of Easily-Implemented, High-Impact Teaching Practices Association of Atlantic Universities and Mount Saint Vincent University	02/17
Identifying Students in Distress Dalhousie University, Centre for Teaching and Learning	12/16
Brightspace Training – Basics and Drop Box Assignments Dalhousie Faculty of Management Teaching Workshop	03/16
Linking Objectives, Assessment and Feedback to Optimize Student Success Dalhousie University, Centre for Teaching and Learning	02/16
Learning Outcomes and Rubrics in Brightspace Dalhousie Faculty of Management Teaching Workshop	02/16
Fostering Deep Learning with Technology Dalhousie Centre for Teaching and Learning	04/14
Blackboard 9.1 Workshop Saint Mary's University	05/12
Building Bridges: Teaching International Students in a Canadian Classroom Saint Mary's University	05/11
BbLearn – Inspiring Next Generation eLearning @ Dalhousie Dalhousie University	04/11
Blackboard 101 Saint Mary's University	08/10

ADDITIONAL PROFESSIONAL DEVELOPMENT

Digital Marketing Online Training The Digital Garage	01/17
Value Based Management Session Dalhousie Faculty of Management Teaching Workshop	01/16
Money Talks or Millennials Walk: A Comparison of the Sector - Switching Intentions of Millennial and Generation X Nonprofit Employees Jasmine McGinnis Johnson, Assistant Professor, George Washington University Presented by Dalhousie University	04/14
Marketing Research on the Internet Professional Marketing Research Society, Atlantic Chapter	05/01
Qualitative Research for Buyers and Suppliers Professional Marketing Research Society, Atlantic Chapter	05/00