

EXPERIENCE:

Temple University, Fox School of Business, Philadelphia, PA, January 2010 to present

Professor of Practice, Department of Marketing, July 2023 to present

Associate Professor of Practice, Department of Marketing, July 2018 to June 2023

Academic Director, Fox Honors Program, July 2019 to present

Assistant Academic Director, Online Programs, July 2018 to June 2023

Assistant Professor of Practice, Department of Marketing, January 2010 to July 2018

Teaching:

- Teach three to four sections of business communications course (BA 2196/2996) per semester.
- Teach upper level marketing courses as assigned (usually as summer courses).
- Designed and taught international version of BA 2196 at Temple Rome in summer 2012 and summer 2016.
- Designed and taught international version of Marketing Management at Temple Rome in summer 2016.
- Designed and taught a global immersion class in which I took 25 undergraduates to Spain in spring 2019.
- Taught a global immersion course in which I took second year global MBA students to Morocco and Spain in spring 2020.
- Designed and taught a global immersion class in which I took 27 undergraduates to Italy in spring 2022.
- Designed and taught a global immersion class in which I took 21 undergraduates to Portugal in spring 2023.
- Designed and piloted the online hybrid section of BA 2196 and the fully online version of BA 2196.
- Served as the core course coordinator for all sections of BA 2196, July 2017 to June 2019.

Service:

- Served on the Fox School's NTT promotion committee, Spring 2024
- Serve as chair of the Fox School's Undergraduate Programs Committee, July 2023 to present.
- Serve on the Steering Committee of the Collegial Assembly of the Fox School, July 2023 to present.
- Serve on the Faculty Senate Committee for International Programs, Spring 2022 to present.
- Served as a faculty lead on the planning committee of the Center for Ethics, Diversity, and Workplace Culture's first major conference, Equality at Work: Voices of Pride, Spring 2022.
- Served on the University Honors Assessment Committee, Fall 2021.
- Served on the Marketing Department's NTT Promotion Committee, 2017 to 2022.
- Served as faculty coordinator for the annual Target Case Competition, Spring 2015 to Spring 2022.
- Served as the school's Adjunct Faculty Liaison (full-time faculty member that serves as a faculty connection to the Dean's Office and plans events to better engage adjunct faculty), Spring 2015 to Spring 2022.
- Serve on the school's Graduation Speaker Selection Committee, Fall 2014 to present.
- Served as chair of the school's Faculty Engagement Committee, Fall 2014 to August 2022.
- Served as a faculty advisor to the Fox School's chapter of Phi Beta Lambda, a professional organization for business students, Fall 2013 to Spring 2019.
- Served on the department of Marketing & Supply Chain Management's Merit Committee, Fall 2013 to Fall 2018. Served as chair in fall 2018.
- Serve on the school's CAFSBM Awards Committee, Spring 2012 to present.
- Served on the school's Assessment Committee, Spring 2010.

Awards and Accomplishments:

- Awarded the department of Marketing's Teaching Award, May 2024
- Awarded the department of Marketing's Service Award, May 2022
- Completed the Fox School's Online Teaching Refresher course, May 2022
- Completed the Fox School's Online Teaching Certificate, April 2019
- Honored as a Most Valuable Professor by the Temple University Women's Lacrosse Team, April 2018 and April 2019
- Awarded the Fox School's Honors Faculty Fellow Designation, November 2018
- Awarded the Fox Honors Program's Professor of the Year, April 2018
- Completed Temple University's International Educators Academy, April 2015
- Awarded the Fox School's Dean's Teaching Fellow designation, October 2014
- Awarded the department of Marketing and Supply Chain Management's Teaching Award, May 2014
- Awarded the Fox School's Excellence in Use of Technology Blue Mouse Award, May 2014

Temple University, Fox School of Business, Philadelphia, PA, August 2004 to December 2009

Adjunct Instructor, Department of Marketing

- Taught marketing courses as assigned, including marketing management, consumer and buyer behavior, advertising and integrated marketing communication, and strategic applications of technology in marketing.

School District of Philadelphia, Office of High School Reform, Philadelphia, PA, March 2008 to November 2009
Assistant Director, Division of College and Career Awareness

- Managed college awareness efforts across 60+ high schools, including arranging counselor professional development, supporting student leadership development, building financial aid awareness, promoting and organizing college fairs, overseeing facilitation of bus trips to colleges, and promotion of SAT and ACT dates.
- Managed PA Department of Education College and Career Counseling grant for a comprehensive high school and its three feeder middle schools and Dual Enrollment grant to allow high school students to take courses at local colleges.
- Wrote all board resolutions and contracts for the division, including those to facilitate free SAT and ACT testing for all juniors and dissemination of district funded CORE Philly scholarship money.

Temple University, Philadelphia, PA

Director of Assessment, Fox School of Business, January 2007 to February 2008

- Managed school wide assurance of learning and assessment efforts to comply with AACSB standards, including those for the BBA program, four MBA programs, eight MS programs, and the PhD program.
- Worked directly with faculty and administration to maintain learning goals and objectives for each program to assess whether the stated goals and objectives had been met.

Associate Director, Enrollment Management, Fox School of Business, Jan. 2002 to Dec. 2006

- Oversaw recruitment and retention strategies, including maintenance of direct mail campaigns, management of telemarketing efforts, organization of campus visit events, development of new marketing materials, and communication with 20+ student professional organizations.
- Designed and managed assessment and data analysis for school wide ranking initiatives.
- Wrote and maintained program-to-program transfer agreements with community colleges.
- Advised a Gold Seal chapter of Phi Beta Lambda (the highest honor a chapter can receive), an academic fraternity for students interested in business and leadership.
 - Pennsylvania Phi Beta Lambda Advisor of the Year Award, April 2004 and April 2006
 - Dean's Administrative Service Award, May 2004
 - Started position as Assistant Director

Undergraduate Admissions Counselor, October 2000-December 2001

- Coordinated and delivered recruiting events and visits to high schools.
- Reviewed applications and rendered decisions.
- Managed applications to Temple MedScholars program.
- Communicated with prospective international students.
- Developed and maintained database of all staff recruiting events.

Morgan Stanley Dean Witter, Philadelphia, PA, June 2000-October 2000, Exams passed: Series 7, Series 31

- Sold general securities under the supervision of a sales manager.

PROFESSIONAL AFFILIATIONS:

Future Business Leaders of America-Phi Beta Lambda Professional Division, September 2013 to present

Association of Business Communications, May 2010 – present, member

- Annual International Conference Presenter:
 - Scaffold, Sounding Board, or Springboard?: Examining ChatGPT's Role in our Classroom – with Pamela Bourjaily (University of Iowa), Carl Follmer (University of Iowa), and Ryan Sheets (University of Arkansas), October 2023
 - How Your Business Communication Centers Can Speak to Gen Z – with Pamela Bourjaily (University of Iowa), Jimmy Miller (Temple University), and Ryan Sheets (University of Arkansas), October 2022
 - Training Tutors to Work in Business Communication Centers – with Pamela Bourjaily (University of Iowa), Gail Cruise (University of Massachusetts Amherst), and Beth Tomlinson (West Virginia University), October 2021
 - Center in a Crisis: Challenges Created by Covid-19 – with Ryan Sheets (University of Arkansas), Matthew Gilchrist (Lehigh University), Beth Ernst (Western Michigan University), Brian Hentz (University of Massachusetts Amherst), Pamela Bourjaily (University of Iowa), and Carl Follmer (University of Iowa), October 2020
 - Flying Blind by the Seat of Our Pants: Disability and Universal Design in the Online Classroom – with Jimmy Miller (Temple University), October 2019
 - How to Start and Sustain Your Business Communication Center – with Jimmy Miller (Temple University), Carl Folmer (the University of Iowa), Matt Gilcrest (Lehigh University), and Ryan Sheets (the University of Arkansas), October 2019
 - Beyond Business Writing: Transforming a Business Writing Center into a Business Writing and Speaking (and Visual Communication) Center – with Laura Barrett (Kansas University), Pam Bourjaily (University of Iowa), Ryan Sheets (University of Arkansas), and Shenandoah Sowash (American University), October 2018

- Redesigning an Entire BBA Core to Include More Communication – with Jimmy Miller (Temple University), October 2018
- Adapting a Business Communications Course for Study Abroad, October 2017
- Engaging Students in Online Classes – with Debbie Campbell (Temple University), October 2016
- Integrating Assessment into a Business Communications Course – with Jimmy Miller (Temple University), October 2015
- Is Plagiarism a Victimless Crime? – with Jimmy Miller (Temple University), October 2014
- Setting Goals, Collecting Data, and Closing the Loop: Assessing the Effectiveness of a Business Communication Course – with Jessica Renaud (Temple University), October 2013

Community College of Philadelphia Division of Business and Technology, June 2003 – June 2016, Advisory Board

Philadelphia College Prep Roundtable, March 2008 – September 2013, Advisory Board Member

Pennsylvania Association of College Admissions Counseling, October 2000 – January 2010

- Honorary Membership Award, June 2010, given to a prior member in recognition of service and leadership
- PACAC delegate to NACAC, June 2008 – January 2010
- Professional Development Committee, June 2002 – January 2010
 - Chair, College Counseling 101 Philadelphia Workshops for Counselors, January 2003 – March 2012
 - Faculty: PACAC Summer Institute, 2005 – 2007
- James McKeever Promising Young Professional Award, June 2004
- Annual Conference Presenter:
 - “The Facebook Generation” – June 2009
 - “Teen Culture: What You Should Know About the MySpace Generation” – June 2007
 - “Using Technology in Enrollment Management” – June 2006
 - “Telemarketing For a Better Yield” – June 2003

National Association of College Admissions Counseling, October 2000 – January 2010

- Philadelphia NACAC College Fair Local Arrangements Committee, 2004 – 2012
 - Chair – Workshops, 2004 – 2012
- Annual Conference Presenter: “Using Technology in Enrollment Management” – October 2006

American Marketing Association, August 2005 – August 2009, Member – Philadelphia chapter

Professional Women’s Roundtable, August 2002 – February 2004

- Board of Directors, January 2003 – February 2004
- Events Committee – Co-Chair, January 2003 – February 2004

EDUCATION:

TEMPLE UNIVERSITY, *Fox School of Business and Management, Philadelphia, PA*

- Master of Business Administration, E-Business, May 2003, GPA – 3.7
 - John Washburn Award for Outstanding Female Graduate Work in E-Marketing
 - Samuel Mink Award for Outstanding Graduate Work
- Bachelor of Business Administration, Marketing, May 2000, GPA – 3.4, Cum Laude
 - Business Honors Program, completed lower and upper division certificates
 - University Honors Program, completed certificate
 - Dean’s and Honors Director’s List – 3 semesters
 - Completed People’s First Management Certificate

COURSES TAUGHT:

TEMPLE UNIVERSITY, *Fox School of Business and Management*

Business Administration 2196/2996, *Business Communications, Summer ’09 – present*

- Sophomore-level course required of all business students to develop and refine the written and oral skills necessary to communicate effectively in business. Students plan, compose, and analyze emails and short reports, prepare and deliver oral presentations, and participate in group work. Learning methods and assessment include classroom discussion, examination of business and professional documents, and submission of writing assignments, presentations, and quizzes.
- Note: 2996 is the honors version of the course. I teach four sections per academic year.

Business Administration 5389, *Global Immersion Experience II, Spring 2020*

- This was a for-credit course paired with a trip to Morocco and Spain, in order to study in depth Morocco’s and Spain’s environment for doing business (cultural, social, economic, legal, political aspects), and how to navigate it successfully, both

as a firm and as an individual. The in-country portion of the program included mostly visits to companies and local organizations, as well as some cultural visits. The course aimed to put the foreign country in the broader context of globalization, regional economic integration, and the mutual influence and relationships Morocco and Spain entertain with the rest of the world. The course included real consulting projects; in two separate groups, the class consulted a maritime simulation company, Siport21, on its strategic plan and on a balance score card for meeting KPI's. Other visits included Jumia, OCP, Label'Vie, Attijariwafa Bank, Nestle, and Good Rebels.

International Business 2509, *Doing Business in a Foreign Country, Spring 2019, Spring 2022, Spring 2023*

- This is a for-credit course paired with a trip to another country, in order to study in depth the country's environment for doing business (cultural, social, economic, legal, political aspects), and how to navigate it successfully, both as a firm and as an individual. The in-country portion of the program includes mostly visits to companies and local organizations, as well as some cultural visits. The course aims to put the foreign country in the broader context of globalization, regional economic integration, and the mutual influence and relationships the country entertains with the rest of the world. In Spring 2019, we went to Madrid and Barcelona in Spain. Visits included Hotwire Global, Real Madrid, SAP, Airbus, and Alta Alella Vineyard. In Spring 2022, we went to Rome, Milan, and Parma in Italy. Visits included BNL Paribas, Unilever, DSquared2, Starbucks, CPL Parma, and Tomasetti Family Winery. In Spring 2023, we went to Porto and Lisbon in Portugal. Visits included Amorim, Cockburn's, Ach Brito, the city of Porto, Unilever, the Port of Lisbon, Start Up Portugal, and Link37.

Marketing 2101, *Marketing Management, Spring '08, Summer '16*

- Undergraduate core course for all business students designed to provide an introduction to the principles of marketing from the perspective of both buyers and sellers. The course explores how firms develop, price, promote, and deliver goods and services to buyers and develop an understanding of how buyers acquire, consume, and dispose of these goods and services.

Marketing 3501, *Integrated Marketing Communications, Fall '04, Summer '05, Fall '05, Summer '06, Fall '06, Summer '07, Fall '07, Fall '08, Summer '09, Fall '13, Summer '14, Summer '17, Summer '18, Summer '20, Summer '21, Summer '22, Summer '23, Summer '24*

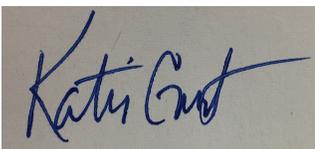
- Intermediate level undergraduate course that introduces students to advertising by taking an integrated marketing communications (IMC) perspective. While advertising is the major focus, IMC also plays a big role as class discussions include the process of advertising, promotions, and media working together as part of the overall marketing strategy.

Marketing 3508, *Digital Marketing, Summer '07, Summer '08*

- Intermediate level undergraduate course that examines the theories and concepts underlying the use of information and communication technology by firms and consumers, and challenges students to critique and utilize digital tools, including social media platforms, online reviews, inbound marketing and blogs, paid search, digital and programmatic advertising, search engine optimization, email marketing, mobile marketing and online promotions. The identification of critical success factors and best practices are central to the course, as are digital analytics and other methods for analyzing market effectiveness. The course examines the theory and realities of digital marketing in both business-to-consumer (B2C) and business-to-business (B2B) markets.

Marketing 3596, *Consumer and Buyer Behavior, Spring '05, Spring '06, Spring '07, Spring '09, Summer '13, Summer '15*

- Intermediate level undergraduate writing intensive course that focuses on identifying the relevant behavioral variables in purchase situations and determining how marketing strategy can be adapted to meet the way in which consumers perceive, select, and buy. The course links psychological and sociological principles of consumer behavior to marketing strategy.

A handwritten signature in blue ink on a light-colored background. The signature appears to read "Katy Gust" in a cursive, flowing script.