

Jeanne Craig, DBA (ABD)

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EDUCATION

- DBA (ABD), Doctor of Business Administration, concentration in Marketing, Anderson University, Falls School of Business.
- M.B.A., Master of Business Administration, concentration in Marketing, Middle Tennessee State University, 1999
- B.S., Physical Education, Ball State University, 1978

TEACHING EXPERIENCE

- Indiana Wesleyan University, 2003-present

2022 students taught in 185 courses.

Mentored 41 adjunct faculty members.

Courses taught for the DeVoe School and Division of Business:

MKG-210 Marketing Principles	MGT-541/MKTG-530 Marketing Management	BUS-230 Global Issues
MGT-421 Strategies in Marketing Management	COM-325 Communication in Business	MGMT-528 Global Management
MKG-353 Selling and Relationship Management	MKG-348 Service Marketing	MGT-460 International Business

ADM-584 Marketing for Results	MGT-450 Negotiation and Conflict Resolution	MGT-302 Management and Leadership
BUS-274 Business Case Study	COM-115 Introduction to Human Communication	MGT-205 Professional Communication
MKG-357 Advertising and Promotions	MKG-398 Marketing Research	MKG-496 Marketing Seminar
PHE-140 Concepts of Wellness	PHE-212 Health, Wellness and Individual Performance	PHE-362 Nutrition

Courses written:

MKG-210 Marketing Principles	MGT-541/MKTG-530 Marketing Management	BUS-230 Global Issues
MGT-421 Strategies in Marketing Management	MGMT-528 Global Management	MGT-460 International Business
MKG-353 Selling and Relationship Management	MKG-496 Marketing Seminar	MKG-357 Advertising and Promotions
MKG-346 Consumer Behavior	MKG-398 Marketing Research	PHE-362 Nutrition
PHE-212 Health, Wellness and Individual Performance		

- Online Adjunct Professor, Marketing, Lake Forest Graduate School of Management
2012-present

Courses taught:

7820 – Marketing for Results	5210 – Marketing for Results
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Courses written:

7820 – Marketing for Results	5210 – Marketing for Results
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- Online Adjunct Professor, Ohio Christian University, 2009-present

Courses taught:

MG4210 – Advertising and Promotions	MG1050 – Introduction to Marketing
MG4020 – Marketing Concepts and Applications	MG5010 – Marketing and Advertising for Managers

Courses written:

MG5010 – Marketing and Advertising for Managers	MG1050 – Introduction to Marketing
MG4020 – Marketing Concepts and Applications	

- Online training in Blackboard, Pearson Learning Studio, Moodle, Go To Webinar, and Go To Meeting, 2003-present

ACADEMIC WORK EXPERIENCE & COMMUNITY SERVICE

Indiana Wesleyan University, Program Director, DeVoe School of Business

Management for all assigned programs and courses in the DeVoe School of Business. Development and maintenance of curricula; Influence, through strategic management and professional networking, the direction for the program and ensure

that curriculum is both academically rigorous and professionally relevant. Managed over 500 adjunct faculty to include scheduling, hiring and mentoring.

Programs and Initiatives responsible for reflecting enrollment of over 2000 students at Indiana Wesleyan University:

- Bachelors of Science in Marketing; Four specializations – Marketing Analytics, Non-Profit Marketing and Services, Social Media and Advertising and Sales; 2009 - present
- Bachelors of Science in Business Information Systems; 2013- present
- Bachelors of Science in Healthcare Administration; 2015
- Associates of Science in Computer Information Technology – 2007-2009; 2013-present
- Bachelor of Science in Management – 2011-2015
- Associate of Science in Business – 2007-2011
- Master of Science in Management – 2014
- Master of Business Administration – Healthcare Administration – 2015
- Annual program assessments – Bachelors of Science in Management, Master of Science in Management, Associates of Science in Business, Bachelors of Science in Healthcare Administration, Master of Business Administration - Healthcare Administration, Bachelors of Science in Business Information Systems, Associates Computer Information Systems

The River Church, Marion, IN 2016-present

- Usher, Back-up Head Usher
- Lead Marketing Team for the 2017 capital campaign
- Life Group Leader

White River Christian Church, Noblesville, IN 2002-2015

- Small group leader for varied demographics
- Upwards soccer coach
- Summer reading group volunteer
- Café set-up team
- Founder, Cancer Lift Ministry, 2011

Connecting cancer patients with other cancer patients as support mechanisms during treatment and beyond.

Swim Instructor – 1971 - 2012

All ages in addition to seriously traumatized children, children and adults with disabilities.

95 Acts of Kindness, Indiana Wesleyan University, 2015

Parent Communication Organizer – Women’s soccer team - Indiana Wesleyan University, 2012 – 2013

Patient and Family Advisory Council – Indiana University Health, 2012 – present.

Rapid Improvement Event – IU Health, 2014

SELECTED PRESENTATIONS AND SPEECHES

- Guest speaker, “Connection to Purpose”, Facilities Management Annual Meeting, Indiana University Health, 2015

- Guest speaker, “Customer Service and the Patient”, Cancer Service Lines, Indiana Health University, 2012
- Guest speaker, “Living through Trials”, Student chapel service, Indiana Wesleyan University, 2012
- Guest speaker, “Patient Encouragement” Pinking of the Canal, American Cancer Society, 2013
- Guest speaker, “Living through Trials” Celebration of Life, Riverview Health, 2012
- Guest speaker, “Case Study Presentation”, Strategic Marketing, Indiana Wesleyan University, 2009 – 2010
- Presentation, “Marketing the University: The Impact of Changes in Athletic Governance on the Perception of Academic Quality” Christian Business Faculty Conference, 2010
- Presentation, “Engaging in Online Discussions – Best Practices” Lake Forest Graduate School of Management, 2013
- Presentation, “Transitioning from Face to Face to Online Teaching” Butler University ICI Conference, 2010
- Presentation, “Let’s Get Real” Midwest Scholars Conference, 2013
- Commencement speaker, Invocation, Graduation, Indiana Wesleyan University, 2008
- Guest speaker, CAPS Devotions – 2010, 2012

COMMITTEE WORK

- External Business Committee, DeVoe School of Business
- Academic Appeals Committee, College of Adult and Professional Studies
- Hope in the Midst of Suffering Conference Committee, School of Nursing

- Academic Admissions Committee, College of Adult and Professional Studies
- Student Academic Success Initiative, College of Adult and Professional Studies
- Faculty Development Committee – College of Adult and Professional Studies
- Nomination Committee – College of Adult and Professional Studies

PUBLICATIONS

- “Carol is Offered a Promotion”, Annual Advances in Business Cases , 1998

AWARDS AND HONORS

- Recognition – Duck Initiative – IU Health, 2011 – 2015
- Salesman of the year – 1998
- Recognition - Volunteer Service at White River Christian Church, 2005 – 2015
- First female recipient of an athletic scholarship, Ball State University, 1978

PROFESSIONAL ASSOCIATIONS

- American Marketing Association, 2009 – present
- Women’s Leadership Development Initiative, 2008 – present
- The Christian Business Faculty Association, 2008 – 2015

ADDITIONAL PROFESSIONAL EXPERIENCE

- Indiana Wesleyan University 2003 – present
Adjunct Faculty – Marketing, Health
 Over 850 workshops, 21 different marketing and health courses taught, 14 different courses written.
Program Director, DeVoe School of Business
 Management and implementation of curriculum and new programs
- Marketing Consultant 2008 – present

In the role of both faculty and non-faculty, market consulting has been done to develop *initial* marketing strategies for the following companies:

Boys and Girls Club – Marion, IN

Chick-Fil-A – Noblesville, IN

Java Jax – Marion, IN

Lakeview Christian School – Marion, IN

- Institute for Professional Development 2005 – 2007
Enrollment Counselor
First online enrollment counselor; enrolled and recruited students for onsite and online courses; developed and recruited first cohorts for video delivery system
- Insight Media, Emmis Communications 2003 – 2005
Television and Radio Representative –
Researched, planned, evaluated, implemented and oversaw advertising production of all radio and television commercials for clients; expanded account base 12%, sales growth of 22%
- Marketing Consultant 2002 – 2006
Owner –
16 clients producing annual revenues up to 60 million dollars; development, implementation and evaluation of all marketing strategies including media production and placement; overall increase in revenue of approximately 6% within client-led budgets; met client driven goals for new product introduction in largest revenue clients.
- Keller Furniture 1999 – 2002
National Sales Manager –

Developed, managed and implemented all sales and marketing strategies including showroom and major trade show management; successfully maintained 100% of client base in seriously declining industry of American-made furniture.

- Hartmann Inc. – A division of the Brown Forman Corporation 1987 – 1998
International Sales and Marketing Manager –
Oversaw branding and field sales force performance and training; began and managed training program for over 5000 retail sales associates; evaluation and implementation of all marketing events including major trade show management; work with Brown Forman brand managers; managed relationships with major national retailers; initiated and grew international sales from zero to \$300,000 working with multiple foreign distributors; awarded Salesman of the Year for top sales growth and account relationship building.
- Bali Corporation – A division of Sara Lee Corporation 1984 – 1987
Sales Representative –
Implementation of all sales, marketing and brand building strategies within assigned territories; growth in account base and sale growth achieved.