

CURRICULUM VITAE

DONALD E. JONES

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DEGREES:

B.A., Leisure Services, Iowa State University, Ames, Iowa, 1976
M.B.A., with honors, Regis University, Denver, Colorado, 2003

Professional Certification: Professional Certified Marketer (PCM), American Marketing Association, 2014

TEACHING AND OTHER PROFESSIONAL EXPERIENCE:

Luther College
Associate Professor, 2015 -
Assistant Professor, 2009 – 2015

Brunswick Corporation
Director of Marketing, Retail, 2002 – 2008
Regional Marketing Manager, East Region, 2000-2002
General Manager, 1998 – 2000
Regional Training Manager, Retail, 1996 – 1998
General Manager, 1989 - 1996

PROFESSIONAL ACTIVITY:

Papers and Presentations –

- Judge, American Marketing Association Colliage Chapters Annual Reports, 2015-2016
- Judge, Chapter Exhibits and Marketing Strategy competitions at American Marketing Association International Collegiate Conference, 2015, 2016
- Panel presenter, “*Marketing Ethics: Critical Incidents, Role Plays and Other Strategies*,” Marketing Management Association, Fall Educator’s Conference, September 2013
- Panel paper co-authored with Jayme Nelson, “*Got Health. A Teaching Partnership Developing A Course On The Ethics Of Marketing Health and Healthcare*,” Conference Proceedings, Marketing Management Association, September 2013
- Contributor to *Chalk-Teaching and Faculty Development*, Wittenberg University, Vol. 2, Issue 3, Spring 2013, “*Stories from Teagle II at Luther*”

- Invited presenter at the 3rd Annual Conference on Innovation and Entrepreneurship. Presentation was made in collaboration with Rebecca Dominiczak ('13) and titled, *Using ACM services when bringing a class to Chicago*, October 2012
- Special Session with LoSasso Interactive Agency on, *Matching Course Content with Interactive Marketing Needs of Business*, MBAA International Conference, Marketing Management Association Section, March 2011
- Refereed paper, "*Using Social Media as a Doorway to Business Connections*," Marketing Management Association Fall Educator's Conference, September 2010
- Panel Chair and presenter, *Making Connections with Business*, Marketing Management Association Fall Educator's Conference, September 2010

Other professional activities –

- Writing Skills Workshop for Economics and Business Department, 2012
- Team Teaching Partnership with Ginger Meyette, Spring 2012
- Teagle II – High Impact Learning Initiative, 2011-2012

LUTHER COLLEGE SERVICE:

- Task Force on Faculty / Staff Ratios to Students – Presidential Appointment beginning 2016
- Library and Information Services Academic Advisory Council – three year term beginning 2015
- Campus Life Committee –2012-2015 (Chair 2014-2015)
- Teagle II Participant – Associated Colleges of the Midwest, 2011-2012
- Search Committee for Career Center Director of Experiential Learning, 2013
- Senior Research Symposium Moderator, 2011-2012-2013-2015
- Panelist for First Year Faculty Orientation, 2012
- Trio Mentoring, 2010-2011
- First Year Advising Workshop, 2010. I have maintained an advisee load between 35 to 40 students.

LUTHER TEACHING ASSIGNMENTS:

- Principles of Marketing
- Sales, Advertising and Promotion
- Social Media Marketing to Generation Y
- Ethics of Marketing Health and Health Services (*team taught*)
- E-Marketing (Chicago Study Away course)
- E-Commerce
- January term faculty for Management 285 (Directed Studies) and Management 375 (Directed Readings).
- Advisor for Senior Papers and Honor Project.
- Advisor for independent internships and directed reading projects.

LUTHER ACTIVITIES IN ADDITION TO TEACHING:

- Faculty advisor, American Marketing Association Luther College Student Chapter
- Obtained funding from Estrem and Dahl Endowments that allowed me to lead 9 students to the American Marketing Association International Collegiate Conference, March, 2015
- Coordinator for the redesign of the Economics and Business department website. Development was accomplished through the efforts of team of students. Site became active December, 2012
- Faculty Mentor, Luther College Men's Basketball Team, 2011-2012
- Faith and Learning Workshop, 2010
- Honorary Captain for the Day, Luther College Football team, 2010

MEMBERSHIPS:

- American Marketing Association, 2014-
- Marketing Management Association, 2010 -

CONFERENCES ATTENDED:

- 2015 American Marketing Association International Collegiate Conference, March, 2015
- 2014 American Marketing Association Annual Conference (*Funding to attend is from an Estrem Grant award.*) September, 2014
- 3rd Annual Conference on Innovation and Entrepreneurship in the Liberal Arts Curriculum, sponsored by the Associated Colleges of the Midwest, October 2012
- BOLO Interactive Media Conference (Invited as only academic attendee), October 2011, 2012
- MMA Annual Conference, March, 2010, 2011, 2012, 2013
- MBAA Spring Conference, September, 2010, 2013
- Cause Marketing Forum, June, 2010
- Marketing to Mom and Kids, March, 2007
- Crayola Partnership Marketing Conferences – April, 2004 and 2005
- Kiosk Conference, February, 2004

COMMUNITY SERVICE:

- St. Benedict's Church Evangelization Committee - 2015
- Decorah Chamber of Commerce Marketing Committee, 2012
- Volunteer consulting to DECO Industries in their search for a Marketing Manager, 2012
- Knights of Columbus, 2012 -
- Relay for Life committee member, 2011-2013
- President, Townhouse West Homeowners Association, 2011-
- In collaboration with Professor Charles Christianson and a team of students assisted Vesterheim Museum in the development of a membership survey

PRIOR TO LUTHER COLLEGE CERTIFICATIONS, HONORS AND AWARDS:

- Marketing SHERPA Award: Best New Web Site Welcome Page – Agency of Record: LoSasso Advertising, 2006
- Executive Sponsor of “Brunswick Zones Kick The Habit” strategy working with CushmanAmberg, Communications:
 - Sabre Awards Certificate of Excellence (Category: Issues Management, 2006)
 - Publicity Club of Chicago (PCC) Golden Trumpet Award (Category: Crisis Communications/Issues Management, 2007)
 - Public Relations Society of America (PRSA) Skyline Award (Category: Issues Management), 2007
- President’s Executive Council – Management Award. Five annual awards, Brunswick Corporation.
- Health Communications, Inc., Training Intervention Procedures, National Trainer of the Month, August, 1998