

**Julie A. Howenstine, Ph.D.**

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**Education**

**Doctor of Philosophy (Ph.D.) Higher Education** major, **Marketing** minor, *University of Toledo*, Toledo, Ohio. May 2013.

Dissertation: "[Recruitment Strategies Aiming to Attract Females into Undergraduate Engineering Programs: Examining Their Role and Use.](#)"

**Continuing Education Credits (16)**, *United States Marine Corps*, San Diego, California. April 2008.

**Master of Business Administration (M.B.A.)** *University of Saint Thomas*, Minneapolis, Minnesota. December 2002.

**Bachelor of Science (B.S.) Marketing** major, *Oakland University*, Rochester, Michigan. December 1991.

**Teaching Experience**

2015 – Present

University of Saint Francis, Keith Busse School of Business and Entrepreneurial Leadership  
2701 Spring Street, Fort Wayne, Indiana 46808

***Associate Professor of Marketing***

Utilized traditional and distance learning methods in the following courses taught:

- **Undergraduate:** MKT281 – Principles of Marketing; MKT321 – Promotion Management; MKT345 – Professional Selling; MKT410 – Consumer Behavior; MKT486 – Marketing Research
- **Graduate:** BUS665 – Program Planning, Management and Evaluation; BUS680 – Marketing Management

***Past:***

2005 – 2015

Trine University, Ketner School of Business, One University Avenue, Angola, Indiana 46703

***Associate Professor of Marketing, 2012 - 2015***

***Assistant Professor of Marketing, 2005 – 2011***

Utilized traditional and distance learning methods in the following courses taught:

- **Undergraduate:** BA4003 - Internship in Business; BUS123 – Introduction to Business; MK203/303 Marketing; MK323 Integrated Marketing Communications; MK333/363 Buyer Behavior; MK433 Marketing Management, MK463 Marketing Research; MK473 E-Marketing/Digital Advertising; MK483 Senior Seminar in Marketing; MK493 – Special Topics in Marketing; ENT413 - Creativity Creating Product/Services; ENT493 – Publications & Presentations; MGT493 Special Topics in Management;
- **Graduate:** MK503 Strategic Marketing Management

## Scholarship of Teaching

### 1. Participating in workshops on teaching:

- Spring 2014. Attended the IPFW Fort Wayne Teaching Conference, Fort Wayne, Indiana.
- Spring 2013. Time keeper at the IPFW Fort Wayne Teaching Conference, Fort Wayne, Indiana

### 6. Developing new teaching methods.

**The MKT281** course was changed during the semester. It became a grant writing course. The students were learning the mechanics of what it took to develop a grant for a community event. The legal, logistics, scheduling, and coordination among their peers to write the grant to get it in on time. This was a wonderful lesson about working as a team. It was a lesson for me as well. I would do things differently next time. Have more “check-in” dates and a progressive rubric rather than a final one to make sure that the team member all felt like they were on task.

### 8. Creating and implementing special course projects, such as those including service learning.

#### Fall 2015

#### *MKT281 Principles of Marketing*

Downtown Improvement District (DID) Event Project. The class applied for a grant (up to \$1,000). The grant was for an event to be put on within the 99 blocks in the DID area, which the new USF buildings are a part of. We generated excitement and professionalism. The students had secure potential vendors, talk to legal to verify their contract was adequate, and get a waiver from AVI (because their idea involved food). It involved many moving pieces in a short amount of time. This was a wonderful display of USF students during my first semester.

#### Fall 2014

#### *MK203 Marketing*

Wrote marketing plans for the following companies:

1. Kellogg Company
2. Nike
3. Duck Commander
4. Under Armour

#### *MK363 Buyer Behavior*

Worked on a commercial for an agricultural committee

Spring 2014

***MK203 Marketing***

Wrote marketing plans for the following companies:

1. Homer Soda, Illinois
2. Flyover Press, Michigan
3. Rolling Alarm Clock, Colorado
4. RVCA, New York
5. Salamander Sauce Company, New York
6. Mennonite Pantry, Ohio
7. CreateMyTee, Indiana
8. Ballreich Chips, Ohio

***MK483 Senior Seminar in Marketing***

Performed marketing research for three companies to investigate if there was an opportunity for the companies to expand their business from Beta to full production. Worked with Innovation One. These companies approached the university, worked to formulate working models of the devices, and we needed to perform research to determine if based on the cost if the marketing would accept the products. The companies included:

1. The Hands Free Shower System (original one was made for and placed in the home of a quadriplegic in the Ft Wayne market)
2. The Bowers Incontinence Device
3. The Andrews Sleep Device

Fall 2013

***MK483 & MK493 Senior Seminar in Marketing & Selected Topics in Marketing***

Wrote & presented a complete marketing plan for the Auburn Cord Duesenberg Festival and its partners (ACD Club, Auctions America), Auburn, Indiana.

***MK363 Buyer Behavior***

Conducted marketing research for the ACD Festival  
Re-configured the Athletic trophy cases in Hershey Hall

Spring 2013

***MK483 Senior Seminar in Marketing***

Wrote and presented a marketing plan to Duraclean  
Wrote a marketing plan for Pint & Slice

Fall 2012

***MK333 Buyer Behavior***

Wrote and presented a marketing plan to an entrepreneurial company. The owner requested assistance to start his business. Worked with Innovation One

Spring 2012

***MK483 Senior Seminar in Marketing***

Wrote a marketing plan for:

1. Michigan International Speedway (MIS)
2. REMC's 75th Anniversary celebration
3. REMC's Efficient Energy Program
4. Protein Protector (a new product idea from an alumnus) Worked with Innovation One

Fall 2011

***ENT413 Creativity – Product/Service Development***

Performed a business analysis for a proposed Trine Convenience Store

***MGT493 Selected Topics in Management***

Wrote Business Plan for City of Ligonier

Performed a Research Project for a Protein Powder container designed by an alumnus

Wrote a Marketing Plan for Earth Friendly Recyclers, LLC

Wrote a REMC Smart Grid Analysis (with Dr. Sean Carroll's Introduction to Engineering (GE101) class)

Spring 2011

***MK433 Marketing Management***

City of Angola Research Projects (three)

1. Study relationships between departments
2. Customer's opinions about the quality of the city's services
3. Studying the importance of services to the customers

Also Wrote a Marketing Plan for the Angola Renaissance Faire

***MK483 Senior Seminar in Marketing***

Wrote Marketing Plans for:

1. Heavenly Breads & Sweets
2. Joppa Make-up
3. Steuben Community Foundation

Fall2010

***MK463 Marketing Research***

Performed a research study about the student housing at Trine University and prepared a detailed report (gave to Student Life)

***MK333 Buyer Behavior***

Created Shape Up Steuben Logo

Spring 2010

***MK483 Senior Seminar in Marketing***

Wrote a Marketing Plan for Brokaw Theater

***MK433 Marketing Management***

Created Ketner School of Business (KSB) prospective student presentation

Fall 2009

***MK333 Buyer Behavior***

Wrote a Marketing Plan for Thunder Band Camp

Wrote a Marketing Plan for Blue Heron Ministries

Spring 2009

***MK483 Senior Seminar in Marketing***

Wrote a Marketing Plan for Verizon Cellular Service

Fall2008

***MK463 Marketing Research***

Researched and developed recommendations as to how the Allen School Engineering and Technology can market itself to become one of the top 50 U.S. World News undergraduate engineering schools

Spring2008

***MK483 Senior Seminar in Marketing***

Wrote a Marketing Plan for 101 Lakes Academy

***MK323 Integrated Marketing Communications***

Wrote a Marketing Plan for Students In Free Enterprise (SIFE)

Fall2007

***MK463 Marketing Research***

1. Designed STAR logo for Steuben Takes A Ride (now on every STAR vehicle around Steuben County!)
2. Wrote a business plan for Steuben County Council on Aging

Spring 2007***MK483 Senior Seminar in Marketing***

Wrote a Marketing Plan for Tri-State University Middle College

Spring 2006***MK483 Senior Seminar in Marketing***

Wrote a Marketing Plan for Memories by Marie

**9. Developing and implementing new courses**

- Proposed, received approval, and re-designed classes:
  - MK303 became MK203 (marketing). The reason the course was lowered into a sophomore level class was to allow more student to take it earlier in their course work so if they want to change to a marketing major they could do so with less scheduling issues.
  - MK333 became MK363 (buyer behavior). This enabled the course to be cross referenced with a psychology class allowing psychology majors and marketing majors to take either class depending on their preference. It allowed the business school to open a section every semester because of the popularity of the course.
  - MK473 was renamed and reformulated. The course used to be named “e-marketing;” it is now “digital advertising.” The course now includes Google analytics and various other metric analysis tools. Individuals in today’s society need to understand when they surf the internet or set-up a webpage it is more than a visual picture. Students are taught about behind the scenes metrics that are creating company profits.
- Proposed, received approval, and developed new classes:
  - ENT493 Publications & Presentations. Course was created because a need was realized that students did not understand the technology that was available to them. The class involved creating presentations, writing advanced formulas in Excel and creating business cards that were actually electronic portfolios. The electronic portfolio business cards could in turn be handed out at career fairs (they had the student’s name, email address and cell phone number on them).
  - MK503 Strategic Marketing Management. Needed to create a graduate level course for engineering students who were enrolled in the Master of Science in Engineering Management degree program. Created and has been used since.

**10. Developing new delivery modes and 12. Designing outcome-based studies.**

The Economic Impact Study performed while I was at Trine was an independent study that went on for over a year. I had three students involved at various time throughout the study. The study took over a year because in involved implementing a questionnaire, collecting responses, and interpreting data. The results were readily received by the President of the university. It was delivered to the Mayor of Angola and in turn to Steuben county administration. This was an impactful PBL for the students involved. This occurred in 2006-2007. Other counties were interested in the study and I worked with them to help implement their own.

**16. Accreditation Work**

- **Accreditation Council for Business Schools and Programs (ACBSP)**
  - Working with the KBSoBEL department Assessment and Curriculum Committee to write and implement metrics for the ACBSP report.
- **Higher Learning Commission**
  - Serving on the COASAA committee to provide insights and feedback about student assessment metrics.

**17. Earning recognition for teaching excellence within or outside the university.**

- Charles William, Nelle Paris & Mary Ann McKetta Excellence in Teaching Award in Business.

**Service to the Community**

- Creating community relations with Holly Tonak from GiGi's Playhouse through a class project in which we are writing a marketing plan for the newly formed franchise location. These are great opportunities for our students to learn about franchisees, marketing a new business, and the difficulty of promoting a service.
- Attended and made donation to the YWCA Circle of Women Luncheon, "Why are We Asking the Wrong Question" with Beverly Gooden. December 3, 2015.
- Participated in and made donations to the USF Crush Hunger Can Food Drive, October 19 – 31, 2015.
- Volunteered at Steuben County Humane Society, Angola Indiana. 2012 – 2015.
- Member of Peace Lutheran Church, Fremont, Indiana. 2009 – 2015.

**Service to the University****2. Academic Advising:**

I currently advise eleven students in the School of Business.

**3, 5, 7, 8. University Activities**

- Encouraged students to attend and I attended the Network for Success event on January 28, 2016.
- Invited students to and I attended the CEO Forum on October 14, 2015.
- Restructured the marketing research survey for and attended the campus visit day on October 10, 2015.
- Participated as a representative of the School of Business at 125<sup>th</sup> Celebration Mass at the Fort Wayne Cathedral, October 4, 2015
- I enjoyed the 2015 football season at USF very much. We attended the home games [regardless of snow :o)]. Go Cougars!

#### 4. Shared Governance

##### ❖ Administrative and Other Committees

- Adult Learning Senate (alternate) (8/15 - present)

##### ❖ Campus-wide Committees

- Chair, Marketing Department's Downtown Campus "Be A Tourist In Your Own Hometown" Event on 9/11/16 (January 2016 – present).
- Service Engagement Committee
  - Can Food Drive Committee (8/15 - present)

##### ❖ Faculty Governance Committees

- Committee on Assessment of Student Academic Achievement (COASAA) (three-year term 8/15 – 8/18)
- Curriculum Council (two-year term 8/16 – 8/18)

### Scholarship of Application

#### 6. Professional experience

2004 – 2005	Kellogg Company, Manager Shelving Strategy & Technology, Battle Creek, Michigan
2003 – 2004	Kellogg Company, Manager Trade Promotions, Battle Creek, Michigan
2001 – 2003	Kellogg Company, Manager Category Management, Fort Wayne, Indiana
2000 – 2001	Kellogg Company, Category Development Manager, Battle Creek, Michigan
1998 – 2000	Pepsi Americas/PepsiCo, Category Manager, Fort Wayne & Indianapolis, Indiana
1995 – 1997	General Electric Company, National Account Manager, Plymouth, Minnesota
1994 – 1995	General Electric Company, Account Manager, Plymouth, Minnesota
1993 – 1994	General Electric Company, Sales Specialist, Oak Brook, Illinois
1992 – 1993	General Electric Company, Sales Program Representative, Troy, Michigan

#### 10, 11, 14. Professional memberships which support the Scholarship of Application

- Member of Kappa Delta Pi, international honor society in education at University of Toledo, 2008 – present
- American Marketing Association, 1989-1991, 2007 – present
- Alpha Kappa Psi – Business Fraternity, 1990 – present
- Chief Marketing Officer Council (CMO), 2013 – present

#### 10, 14. Off-campus activities

- Panelist. New Tech Academy (Wayne High School) Shark Tank 2016:
  - January 29 (9:00 – 11:00 am & 2:00 – 4:00 pm)
  - February 1 (9:00 – 11:00 am & 2:00 – 4:00 pm)
- Philanthropic Educational Organization (PEO), Fort Wayne, Indiana Chapter. August 2015 – Present.
  - PEO is an organization that raises money to help women fund educational endeavors (<http://www.peointernational.org/about-peo>).
- Philanthropic Educational Organization (PEO), Angola, Indiana Chapter. June 2013 – August 201



**16. Developing service projects**

- Working on a service learning project with GiGi's Playhouse (MKT410.01 and MKT410.02I), Spring 2016

**Scholarship of Discovery****2. Presenting original research at a professional meeting in the form of a poster session:**

- Summer 2010. Presented marketing data at the Career Development Professionals of Indiana, Inc. (CDPI). Summer Leadership Institute, Franklin College, Franklin, Indiana.

**2. Presenting original research at a professional meeting:**

- October 6, 2015. Presented recruitment strategies aiming to attract females into undergraduate engineering programs. Employee Development Day, University of Saint Francis, Fort Wayne, Indiana.

**4. Performing an original theatrical piece for the public:**

- April 8, 2014. Presented Shakespeare's Hamlet to students and the community. Trine University, Angola, Indiana.

**Scholarship of Integration****3. Publishing in scholarly electronic media:**

- Howenstine, J. A. (2013). "[Recruitment Strategies Aiming to Attract Females into Undergraduate Engineering Programs.](#)" (Doctoral dissertation).

**4. Professional presentations of research, original interdisciplinary research:**

- October 2013. Presented Recruitment Strategies Aiming to Attract Females into Undergraduate Engineering Programs to the Allen School of Engineering and Technology (ASOET) Dean and Chairs. ASOET Dean's Meeting, Trine University, Angola, Indiana.

**Working Papers**

- Collaborating with Dr. John Stephens, University of Michigan Flint, to write an article about franchise location modeling.

**Edited text book:**

- Edited text book Keller, K. L. (2009). Strategic Brand Management. Upper Saddle River, NJ: Pearson Prentice Hall Publishing Company.