

TRACY HARRELL DUNN

EDUCATION:

- Ph.D. Moore School of Business, University of South Carolina
M.B.A. Moore School of Business, University of South Carolina
- Manchester Business School, The University of Manchester, Manchester, England
 - Moscow International Business School, Moscow, Russia
- M.S. College of Communication, Boston University
B.A. Wofford College
- Goethe Institute, Rothenberg, Germany
 - Goethe Institute, Prien, Germany

PROFESSIONAL LICENSURE:

Licensed Real Estate Agent, State of South Carolina, License # 85582 (Inactive Status)

EXPERIENCE:

Benedict College, Columbia, South Carolina

July 2017-present

Interim Dean

Reporting to the Vice-President of Academic Affairs; Providing leadership for the School; Responsible for quality of the School's programs and research activities; Overseeing assessment and accreditation processes; Establishing and maintaining relationships with corporate and community partners; Implementing the College's policies; Serving on Deans Council; Responsible for strategic and management operations that support the College; Identifying employment/internship opportunities for students

Key Accomplishments/Initiatives:

Launching institution's first graduate program
Implementing co-curricular programming
Updating undergraduate and graduate business curriculum
Launching the BC Student Innovation Hub
Increasing scholarly collaboration among faculty
Implementing college-wide ETS SLO Longitudinal Study
Increasing alumni engagement
Successful grant writing with Institutional Advancement

August 2010-June 2017

Associate Professor

Full course responsibility for the following courses: Principles of Marketing, Quantitative Methods, Business Statistics, Business Policy, Marketing Research

November 2008-June 2013

Interim Assistant Dean

Oversaw day to day operation of School; Provided leadership for faculty; Responsible for academic program development; Developed course schedules; Developed reports, budgets, and catalog updates; Full course responsibility for 6 hours of coursework; Oversaw student advisement, registration, and retention efforts; Participated in development of short and long-range planning for the school.

August 2003- July 2010

Assistant Professor

Full course responsibility for the following courses: Consumer Behavior, Contemporary Issues in Marketing, Principles of Marketing, Marketing Management, Marketing Channels, Business Statistics, Quantitative Methods, Business Communication

University of South Carolina, Columbia, South Carolina

1996-2000

Research and Teaching Assistant

Worked with Terry Shimp, Bill Bearden, June Cotte, Stacy Wood; Taught Marketing Communications and Strategy in the undergraduate evening program during fall semester; Taught Marketing Research in the undergraduate daytime program during summer session.

INROADS/Jacksonville, Inc., Jacksonville, Florida

1993-1994

Marketing Support Manager

Handled all public relations for office; Developed and acquired marketing materials; Conducted market research studies locally; Participated on INROADS board committee – Quality and Public Relations; Advised 31 college students monthly; Serviced 13 INROADS sponsoring companies; Designed and managed local databases; Received Distinguished Service Award

AT&T, American Transtech, Jacksonville, Florida

1991-1993

Client Relations Manager

Serviced government and internal market research programs; Designed processes and documented program methods and procedures for market research studies; Increased project contribution by 27%; Increased monthly project revenue by 250%; Presented market research overviews to prospective clients; Received Three Star Quality Award

Operations Manager

Managed operation staff of 25-30 employees; Managed data collection for 10-15 market research programs; Implemented and deployed standard processes to meet client commitments
Improved efficiency of operations by 20%

Project Manager

Guided unprofitable project to monthly profitability within 2 months; Managed telemarketing project staff of 10-15 employees

AT&T, General Business Systems, Atlanta, Georgia and Jacksonville, Florida

1988-1991

Account Executive

Serviced GBS customers in territory; Generated 8-10 new business accounts per month; Assisted in development of national lead generation program; Recognized as Top Achiever of Long Distance Revenue; Received Account Executive of the Month Award

HONORS, AWARDS, AND FELLOWSHIPS

- *Excellence in Teaching Award*, South Carolina Independent Colleges & Universities, 2018
- *Outstanding Faculty Member of the Year*, Benedict College, 2016-2017
- *Best Paper in the Advertising and Marketing Communications Track*, Society for Marketing Advances, 2004
- *Steven J. Shaw Outstanding Conference Paper Award*, Society for Marketing Advances, 2004
- *Ph.D. Fellowship*, National Black MBA Association, 2001
- *Fellow*, Society of Marketing Advances Consortium, 2000
- *Fellow*, Ph.D. Project Consortium, 1996-2001
- *Fellow*, Marketing and Public Policy Consortium, 1999
- *Fellowship*, African American Professors Program, University of South Carolina, 1997-2001
- *Doctoral Student Fellowship*, University of South Carolina, 1996-2000
- *Participant*, Europe 2000 Summer Study Abroad, 1995
- *Allied Signal Fellowship*, University of South Carolina, 1994-1996

PUBLISHED RESEARCH

“Distractions in DTC Advertising: A Call for More Research,” Monograph Series: African American Professors Program. Ed. John McFadden. University of South Carolina: Wentworth Printing, 2016.

“An Exploration of How Consumers Use Direct-to-Consumer Advertising,” Monograph Series: African American Professors Program. Ed. John McFadden. University of South Carolina: Wentworth Printing, 2006.

Shimp, Terence A., Tracy H. Dunn and Jill G. Klein (2004), “Consumer Choice and Price Sensitivity as a Function of Regional Identity, Stereotyping, and Animosity,” *Psychology and Marketing*, 21 (2), 75-91.

“Barriers to Drug Therapy and Direct-to-Consumer Prescription Drug Advertising,” Monograph Series: African American Professors Program. Ed. John McFadden. University of South Carolina: Wentworth Printing, 2002.

“The Impact of Positioning Strategy on the Effects of Negative Publicity: An Inter-category Perspective,” Monograph Series: African American Professors Program. Ed. John McFadden. University of South Carolina: Wentworth Printing, 2001.

CONFERENCE PROCEEDINGS/PRESENTATIONS

Christia, Jerome and Tracy Dunn (2019), “Social Media Use in an OB/GYN Practice,” Global Institute for Business Research Conference.

- Dunn, Tracy H. and Michele Dugar (2018), “Developing Entrepreneurial Leaders with Design Thinking,” ACBSP Region 3 Conference.
- Dunn, Tracy H. and Adrienne Muldrow (2017), “Examining Risk Disclosures in Direct-to-Consumer Prescription Drug Television Advertising,” Marketing Ethnic Faculty Association Conference.
- Dunn, Tracy H. (2016), “Examining Risk Disclosures in Direct-to-Consumer Prescription Drug Television Advertising,” Marketing Ethnic Faculty Association Conference.
- Dunn, Tracy H. (2004), “Persuasion Knowledge and Direct-to-Consumer Prescription Drug Advertising,” Society for Marketing Advances Conference.
- Dunn, Tracy H. (2002), “Direct-to-Consumer Prescription Drug Advertising Experiences: A Meaning-based Analysis,” University of South Carolina, Graduate Student Day.
- Dunn, Tracy H. and Vicki Young (2002), “Barriers to Drug Therapy and Direct-to-Consumer Prescription Drug Advertising,” American Marketing Association Marketing and Public Policy Conference.
- Dunn, Tracy H. (2001), “Direct-to-Consumer Prescription Drug Advertising Experiences: A Meaning-based Analysis,” National Black MBA Association Annual Conference.
- Dunn, Tracy H. (2001), “Direct-to-Consumer Prescription Drug Advertising Experiences: A Meaning-based Analysis,” The Ph.D. Project Marketing Doctoral Student Association Conference (Poster Session).
- McFadden, John, Terry Carter, Tracy Dunn, Tjuan Dogan (2001), “AAPP: An Integrated Doctoral Student Persistence Model to Increase African Americans in the Professoriate,” National Conference on Race and Ethnicity.
- Dunn, Tracy H., Terence A. Shimp and Jill G. Klein (2001), “The Impact of Regional Animosity on Consumer Choice Behavior,” Society for Consumer Psychology Winter Conference.

PUBLIC SERVICE/BOARDS AND COMMITTEES

COLLEGE:

- Chief Marshal, Benedict College Convocations and Commencements (2015-present)
- Benedict College Campus Liaison, UNCF Special Programs Corporation (2010)
- Member - Benedict College Quality Enhancement Plan Committee; Writing Sub-Committee (2008-2011)
- Chairperson - Academic Program Review Committee (2009-2013)
- Member - SACS-COC Accreditation Reaffirmation Compliance Certification Committee (2008)
- Marketing Chairperson - Women’s History Month Committee (2006-2017)
- Member - Recruitment and Retention Committee (2006-2012)
- Member - Strategic Planning Committee, Benedict College (2006-2007)
- Member - Kellogg Advisory Board, Benedict College, Department of Public Health (2005-2007)
- Member - Outstanding Senior Award Committee (2005-2013)
- Member - Outstanding Faculty Award Committee (2005-2006)

SCHOOL:

- Chairperson - Selection Committee, (2006-2007)
- Member - ACBSP Accreditation Committee, (2006–2009)

Registrar Liaison for Transfer Evaluation Forms, (2005–2010)
Member - Advisory Board Committee, (2004-2006)
Chairperson – SBE Curriculum Committee, (2004-2017)
Chairperson – Department Curriculum Committee, (2004-2017)
Chairperson – SBE Promotion and Tenure Committee (2010-2017)
Member – SBE Assessment Committee

COMMUNITY:

- Richland One Middle College Board of Directors, Member (2019-present)
- Parent-Teacher-Student Organization Richland One Middle College, President (2018-2019)
- Hand Middle School Band Parent Club, Treasurer (2012-2016)
- Lector, St. Martin de Porres Catholic Church (2013 – 2019)
- USC My Carolina University Awards Committee (2014-2018)
- USC Black Alumni Council (2011-2014)
- Wofford Alumni Executive Council (2011-2013)
- Marketing Consultant, Finklin Pharmacy (2006-2007)
- Marketing Committee Co-Chairperson, Brookland Baptist Women’s Day Program (May 2008)
- Reunion Co-Chairperson, Wofford College, (May–October 2007)
- Mistress of Ceremony, Brookland Baptist Jubilee Choir Anniversary (September 2007)

SPEECHES AND PRESENTATIONS

INVITED PANELIST:

- USC African American Professors Program Career Workshop (February 2012) – *The Job Talk and Networking*
- USC African American Professors Program Career Workshop (October 2007) – *The Balancing Act: Family, Academic, and Social*
- USC African American Professors Program Career Workshop (November 2005) – *Life After the Ph.D. Program*
- Ronald McNair Program (2001) – *Experiencing Graduate School as an African American*
- The PhD Project Marketing Doctoral Student Association Conference (1997) – *How to Survive the First Year (of the Doctoral Program)*

INVITED SPEAKER:

- USC Grace Jordan McFadden Professors Program (August 2018) Fall Orientation, *The Alumni Challenge*
- Benedict College, Faculty Forum (September 2007), *Academic Rigor and Class Composition*
- Benedict College, Faculty Forum (September 2006), *NYU Faculty Resource Network Reflections*
- USC African American Professors Program 8th Annual Scholar/Mentor Appreciation Breakfast (April 2006) – *Alumni Reflections*
- Brookland Baptist Children Church (June 2005) – *Kindness of Strangers*
- Brookland Baptist Children Church Black History Program (February 2005) - *History of African American Images in Advertising*

PROFESSIONAL DEVELOPMENT

- Institute for Higher Education Policy: 2009 Summer Academy, Ft. Lauderdale, FL (July 2009)
- Association for Business Communication Regional Conference, Columbia, SC (March 2008)

- NYU Faculty Resource Network, New York (June 2006)
- Society for Marketing Advances Annual Conference, St. Petersburg, FL (November 2004)

PROFESSIONAL TRAINING

- ACBSP Baccalaureate/Graduate Degree Mentor and Evaluator Training (2019; 2013)
- ACBSP Access Accreditation Workshop (2017)
- Midlands Technical College, 2nd Annual Assessment Institute (July 2012)
- Garner-Webb University, Student Learning Assessment Conference (October 2012)

PROFESSIONAL AFFILIATION

- National Black MBA Association (Lifetime Membership: 2001-present)
- American Association of University Women

REFERENCES

Darlene Booth-Bell, Ph.D.
Assistant Professor

Coastal Carolina University
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