

Joy Houser, M.B.A.
Senior Lecturer
Marketing & Logistics
College of Business
Joy.Houser@unt.edu

Academic Background

- M.B.A. University of Dallas Graduate School of Management, Irving, TX, Marketing, 2004
- B.S. University of Arlington, Arlington, TX. Criminal Justice 1976

Work Experience

Academic Experience

Lecturer, University of North Texas (August 2013 – Present), Denton, Texas

MKTG 3010 Introduction to Professional Selling (August 2013 – Present)

Prepare and present one of the university's core communications courses available to all UNT undergraduate majors. Total enrollment for all three sections is approximately 450 students with Section 001 (my section) reaching maximum capacity of 214 students each semester.

Course provides students with increased knowledge of B2B professional selling theory (SPIN Selling) that can be applied to the professional selling environment or to any sales-focused interaction (new job placement, career advancement, entrepreneurial opportunities, project management, etc.).

The original course has been expanded to include additional projects and assignments that build applicable professional skills to increase future career success.

- Critical Thinking Skills Development – Tested (Summer 2014) and implemented (Fall 2014) a new critical thinking exercise utilizing FedEx Office B2B Sales Case Study in order to improve student's ability to:
 - Evaluate and identify the relevant facts
 - Identify and analyze the key problems
 - Determine the larger, more severe implications that could occur without complete problem resolution
 - Create and present possible solutions to solve the problems
 - Outline the potential benefits to all parties by implementing the proposed solutions

Partnered with UNT Writing Lab (Fall 2015) to introduce technical writing best practices for improved business communication skills.

Updated (Fall 2017) with new buying and selling companies as well as new criteria to ensure original submissions and stimulate new selling solutions.

- Application of Case Study Analysis in Sales Call Role Play Format – Updated the sales call role play exercise (Spring 2015) to the FedEx Office B2B Sales Exercise in order for students to apply the learning from the case study analysis to an individual role play situation. This week-long activity includes individual student video recordings with the student playing both the seller and buyer roles. Key assessments include:
 - Ability to use sales preliminaries to qualify the buyer
 - Ability to uncover relevant facts and problems using SPIN Selling method
 - Ability to build implications
 - Ability to present relevant solutions with buyer stating the benefits
 - Ability to advance the sales process
- Application of B2B Sales Skills to Career Search Preparation – Continued to refine and build multi-phase career preparation to include:
 - Individual resume preparation in partnership with COB Career Center with focus on presenting relevant job skills and work history in a compelling manner
 - Job interview preparation including identifying potential interview questions and development of personalized answers applying sales techniques to present student as the solution for the company's needs
 - Job interview role play with individual student interview video recordings in order to improve oral communication skills and increase confidence in job interview situations
 - LinkedIn best practices presentation and selected student evaluation examples from Certified LinkedIn Coach
- Social Responsibility Exercise – Tested (Summer 2014) and implemented (Fall 2014) a new exercise to improve students':
 - Awareness of social issues and causes in the local and global communities
 - Evaluation of the different perspectives in each situation
 - Ability to understand and communicate in written format a balanced approach to solving these issues
 - Updated exercise components with new company background in Fall 2017

MKTG 3010 Course Coordinator (August 2014 to present) for three sections with approximately 450 students total with responsibility for:

- Curriculum updates to all content (projects, assignments and assessments)
- Blackboard development including posting assignments, scheduling assessments, creating and maintaining sign-ups for role plays, creating and sending email announcements regarding deadlines
- Scheduling of required course components with outside departments including UNT Writing Lab, COB Career Center, and UNT Career Center
- Coordinating and developing materials for video recording projects
- Hiring, training and coordinating the activities of course graders for selected projects
- Assigning grading responsibilities and ensuring grading deadlines are met
- Edited primary textbook, *Principles of Persuasion*, adding Critical Thinking Exercise and Social Responsibility Exercise along with updated content

MKTG 4470 Business-to-Business Marketing Management

Create and present specialized course for the Professional Selling program in the Department of Marketing and Logistics, College of Business. Course provides select program students with in-depth knowledge of how the business-to-business (B2B) marketing and sales environment differs from business-to-consumer.

The course was built to increase knowledge of the individual B2B sales concepts and components with additional resume and job interview development, in-class engagement activities and an individual project to replicate daily professional selling activities. Course also draws from my past industry experience service-focused sales approaches in the restaurant, advertising, and entrepreneurial environments.

- Enhanced Job Search Preparation – Extensive individual student preparation prior to internship interviews with Professional Selling Program industry partners to include:
 - Advanced resume preparation with focus on enhancing the relevant job skills and work history that would increase value for the employer in a B2B sales environment
 - Advanced job interview preparation consisting of individual development of personalized, in-depth answers that support the resume claims and set the student apart from other candidates
 - Introduced LinkedIn profile development exercise to enhance the first impression that potential job employers receive regarding the quality of our students and graduates
- In-class engagement activities that build upon the lecture topic including, but not limited to:
 - Case study analysis of environmental forces impacting sales
 - Managing buyer-seller relationships
 - Developing service recovery strategies
 - Creating added value in a competitive B2B sales situation
- Company Research/Prospecting Project – Created a semester-long comprehensive written and oral project (individual student effort, not group) based upon an actual industry partner internship assignment that requires each student to:
 - Research an assigned company (as the company's sales representative) to be able to understand the company's business segment, products or services, competitors and overall value proposition for selected products or services
 - Present an overview of the assigned company in a professional oral presentation
 - Research and identify potential sales prospects by using macro-segmentation and micro segmentation in order to select a single best prospect that has potential need for assigned company's products or services and customized value proposition
 - Support the prospect selection and customized sales strategy in a professional oral presentation

UNT B2B Professional Selling Program Advisor (January 2015 to present)

- Evaluate program applicants for upcoming cohorts by conducting:
 - Personal interviews
 - Completing a degree audit
 - Create a program schedule to work with existing degree plan
 - Assigning and interpreting personality/career assessment (MyPlan.com)
- Counsel and advise active cohort students to ensure individual success in the program and fulfillment of degree requirements
- Prepare and present Professional Selling program overview at the College of Business First Flight orientation sessions
- Provide guest lectures on current sales trends to students in other majors upon request
- Source industry partners to engage in the Professional Selling program through guest lectures and qualified internships
- Serve as College of Business mentor to incoming freshmen students seeking a business degree

MKTG 4951.701 Undergraduate Honors College Thesis

Provided direction and counsel to Gregory Haeger for his Undergraduate Honors Thesis. The scope of the thesis was to comprehensively research and develop a successful marketing plan in order to:

- Convert sales and marketing theory along with best practices into an actionable marketing plan
- Focus on identifying new target markets for HTC Vive, a virtual reality start-up company
- Increasing overall market share for HTC Vive within the growing virtual reality industry

The marketing plan was titled “Selling on Fantasy: A Marketing Plan for the HTC Vive and the Expanding Possibilities of Virtual Reality”.

MKTG 3660 Advertising Management

Prepare and present a comprehensive overview to advertising management drawing from first-hand experiences from national ad agency (The Richards Group) and client roles (TGI Friday's) in the areas of brand positioning, creative development, customer research, media strategy development, public relations outreach, and crisis communications.

The course was expanded to include in-class engagement activities and a group project to replicate an account pitch from the brand management perspective to a potential account.

- In-class engagement activities - Developed to build upon the lecture topics including, but not limited to:
 - Weekly ad challenges to evaluate the overall effectiveness of competitive ads
 - Creative brief analysis for existing and new brands

- Media strategy development using balance of traditional and digital media
- Identification of the single most persuasive idea in current and past advertising
- Group Advertising Project – Created a semester-long comprehensive written and oral project that requires student groups to embrace the role of an advertising agency in a new business pitch situation and to:
 - Research an assigned company to be able to understand the company's current brand perception or positioning issues, develop an in-depth situation and problem analysis, and propose a brand repositioning including creative and media strategy to support the new direction
 - Present the analysis and brand repositioning as a group in a professional oral presentation to include creative campaign execution
- Doctoral Mentoring (Fall 2017) – Serve as mentor to doctoral students teaching the face-to-face section of the course in the following areas:
 - Review syllabus to ensure coverage of relevant content
 - Recommend and advise on engagement activities
 - Advise on handling the issues of team dynamics with the advertising project
- Doctoral Mentoring (Spring 2018) – Serve as mentor to doctoral student assisting the face-to-face section of the course in the following areas:
 - Advise on handling the issues of team dynamics with the advertising project
 - Monitor the team review sessions and status report development
 - Review final evaluation criteria for team scoring of the advertising project

Courses Taught

Courses from Teaching Schedule:

- MKTG 4470 Business-to-Business Marketing
- MKTG 3010 Introduction to Professional Selling
- MKTG 3660 Advertising Management

Other Teaching Activities

Other Teaching Activities

2017 – Served as a judge to for the Northwestern Mutual Case Competition for the BUSI 4940 business capstone.

2017 – Presentation to students in the BUSI 1340 Managing the Business Enterprise course to provide an overview of professional selling as a career in general as well as the process for admission to the UNT B2B Professional Selling Program.

2017 – Attended UNT College of Business Career Fair (fall semester) to source potential industry partners for the B2B Professional Selling program and increase awareness of the sales program. The objective is to secure both internships and career positions for students in the program.

2017 – Attended UNT College of Business Sales Expo (fall semester) to source potential industry partners for the B2B Professional Selling program and support current industry partners with their recruiting efforts.

2017 – Presentation to incoming freshmen and transfer students at Business Palooza (part of UNT's First Flight program) to introduce and promote the general marketing degree and the B2B Professional Selling Program. The objective was to encourage students to consider a major in marketing and the option of professional selling as a concentration in their marketing major or as a minor.

2017 – Participated with select Marketing and Logistics faculty to evaluate and redesign the curriculum structure to meet the current and future needs of industry employers. Researched and evaluated the hard and soft skills gap expressed by employers – via online job descriptions for marketing new hires and third-party quantitative research.

2017 – Served as mentor for the Westheimer New Venture Competition working with a team seeking funding for an online artist co-op.

2017 – Represented Marketing and Logistics at the summer transfer orientation to encourage interest in both majors.

2017 – Participated in President's Ribbon Panel focused on creating innovative and entrepreneurial online education at UNT.

2017 – UNT AMA Faculty Advisor. Provide chapter guidance including counsel and feedback on organization and program development. Assist with training of chapter officers. Provide planning assistance such as setting objectives, program development, budgeting, obtaining resources from school and industry. Attend annual national meeting when UNT chapter participates in national competition. Attend regional meetings with Executive Board.

2016 – Presentation on LinkedIn best practices to TAMS students at the TAMS UBrand Workshop. The objective was to encourage TAMS students to start building their personal brand by utilizing LinkedIn in a professional and effective manner.

2016 – Presentation to incoming freshmen and transfer students at Business Palooza (part of UNT's First Flight program) to introduce and promote the B2B Professional Selling Program. The objective was to encourage students with an interest in professional selling to consider the program as either a major or minor.

2016 – Served as a judge to evaluate the student teams' capstone presentations in the Fidelity Investments Integrated Case Competition for BUSI 4940.

2016 – Participated in the NT Preview to promote the Department of Marketing and Logistics, as well as the Professional Selling program to parents and high school students visiting the UNT campus.

2016 – Attended UNT College of Business Career Fair (fall and spring semesters) to source potential industry partners for the B2B Professional Selling program and increase awareness of the sales program. The objective is to secure both internships and career positions for students in the program.

2016 – Attended UNT College of Business Sales Expo (fall and spring semesters) to source potential industry partners for the B2B Professional Selling program and support current industry partners with their recruiting efforts.

2016 – Participated in the College of Business Faculty and Staff Workshop focused on team building exercises presented by Second City.

2016 – Served as the Course Coordinator for MKTG 3010 Introduction to Professional Selling (fall and spring semesters) with oversight and management for three sections and 450 students. Coordination focuses on all activities related to Blackboard including course development, scheduling, announcements and maintenance as well as updates to student assessments and project assignments. Other activities include scheduling and management of student videotaping activities (two per semester) at the Career Center and hiring, training and monitoring of course graders

2015 – Served as a judge to for the Northwestern Mutual Case Competition for the BUSI 4940 business capstone.

2015 – Presentation to Sigma Lambda Gamma to promote professional social media usage and how to develop a professional appearance online and in person.

2015 – Partnered with Dr. Lisa Jackson (UNT Writing Lab) to develop improved technical writing skills for MKTG 3010 students to improve the students' critical thinking and communication skills.

2015 – Attended the UNT College of Business Career Center Meet and Greet to engage with business leaders and promote the B2B Professional Selling program.

2015 – Presentation to incoming freshmen and transfer students at Business Palooza (part of UNT's First Flight program) to introduce and promote the B2B Professional Selling Program. The objective was to encourage students with an interest in professional selling to consider the program as either a major or minor.

2015 – Presentation to Hospitality Management Marketing and Sales (HMG 3300) class to provide a customized sales approach to hospitality management that included both sales theory and specific applications. Also introduced students to the B2B Professional Selling program to encourage interested students to consider a minor in Professional Selling.

2015 – Attended UNT College of Business Career Fair (fall and spring semesters) to source potential industry partners for the B2B Professional Selling program and increase awareness of the sales program. The objective is to secure both internships and career positions for students in the program.

2015 – Attended UNT College of Business Sales Expo (fall and spring semesters) to source potential industry partners for the B2B Professional Selling program and support current industry partners with their recruiting efforts.

2015 – Served as the Course Coordinator for MKTG 3010 Introduction to Professional Selling (fall and spring semesters) with oversight and management for three sections and 450 students. Coordination focuses on all activities related to Blackboard including course development, scheduling, announcements and maintenance as well as updates to student

assessments and project assignments. Other activities include scheduling and management of student videotaping activities (two per semester) at the Career Center and hiring, training and monitoring of course graders.

2014 – Tested and implemented two new assessments in the core communications course (MKTG 3010) to support curriculum development for accreditation requirements. Assessments included a critical thinking exercise focused on analyzing a sales case study and a social responsibility exercise focused on strengthening student's awareness of social issues and causes.

2014 – Attended UNT College of Business Career Fair (fall and spring semesters) to source potential industry partners for the B2B Professional Selling program and increase awareness of the sales program. The objective is to secure both internships and career positions for students in the program.

2014 – Attended UNT College of Business Sales Expo (fall and spring semesters) to source potential industry partners for the B2B Professional Selling program and support current industry partners with their recruiting efforts.

2014 – Attended the UNT College of Business Career Center Meet and Greet to engage with business leaders and promote the B2B Professional Selling program.

2014 – Presentation to incoming freshmen and transfer students at Business Palooza (part of UNT's First Flight program) to introduce and promote the B2B Professional Selling Program. The objective was to encourage students with an interest in professional selling to consider the program as either a major or minor.

2014 – Served as the Course Coordinator for MKTG 3010 Introduction to Professional Selling (fall semester) with oversight and management for three sections and 450 students. Coordination focuses on all activities related to Blackboard including course development, scheduling, announcements and maintenance as well as updates to student assessments and project assignments. Other activities include scheduling and management of student videotaping activities (two per semester) at the Career Center and hiring, training and monitoring of course graders.

Service:

Service to the University

Department Assignments

Administrative Service for the College:

2017 – Participated in the Resident Assistant Favorite Professor Dinner to engage in a one-on-one conversation with resident assistants from Honors College and Bethany Blackstone, UNT faculty-in-residence.

2017 – Participated in the Ask a Professor to Lunch program to encourage freshmen students to engage in a one-on-one conversation with faculty.

2017: Presented to admitted students during UNT Premiere for the College of Business. The presentation included tips on being a successful business student.

2014-2017: Incoming student orientation: Participated in First Flight for transfers and incoming freshmen.

2014-2016: Mentored incoming College of Business Freshman and extended mentorship into Sophomore and Junior years.

2015: Assisted University Relations, Communications and Marketing with photography and video needs for the Freshmen Viewbook and the UNT website.

2014-2015: Service: Participated in College of Business Majors Fair.

Faculty Advisor:

2017-2018: Advisor for B2B Professional Selling Program for Marketing and Logistics Department

2017-2018: Advisor for UNT American Marketing Association Chapter

2016-2017: Advisor for B2B Professional Selling Program for Marketing and Logistics Department

2016-2017: Advisor for UNT American Marketing Association Chapter

2015-2016: Advisor for B2B Professional Selling Program for Marketing and Logistics Department

2014-2015: Advisor for B2B Professional Selling Program for Marketing and Logistics Department

College Assignment

Member:

2017-2018: Marketing and Logistics Curriculum Committee

2017-2018: Marketing and Logistics Undergraduate Course Curriculum Redesign Committee

2017-2018: Marketing and Logistics Faculty Search Committee for Marketing/Professional Selling Lecturer (Principal, Senior or Lecturer) position to be hired for 2017-2018 academic year.

2017: College of Business Seamless Transfer Pathways Faculty Focus Group for the Seamless Transfer Pathways Design Challenge, a partnership between UNT and Collin College. The challenge is a structured, student-centered design innovation process funded by a grant from the Michael & Susan Dell Foundation.

2017: PLP Scholarship Committee to review student applications for the Frank Bracken PLP Scholarship and the Alexia Scholarship.

2016: Capability Based Curriculum Committee: Committee to develop processes and framework to enhance the students' ability of transferring knowledge to value creation for different stakeholders.

2016: Corporate Outreach Committee: Committee to develop strategies for corporate engagement and to form faculty/staff outreach teams for strategy implementation.

2016: Business Core Career Preparation Committee: Committee to add or modify current coursework to prepare all business students for professional careers in business.

Service to Industry

American Marketing Association Assignment

2018 – Served as a judge for the national 2018 AMA website competition. Reviewed and evaluated the following websites for the final round of national AMA Collegiate judging:

- Aurora University
- Montana State University
- California State University
- University of Wisconsin-Whitewater
- University of South Florida
- Temple University
- University of Michigan Dearborn
- SUNY Oneonta
- North Carolina State University
- St. John Fisher College

2017 – Served as a judge for the national 2018 AMA website competition. Reviewed and evaluated website development from the following universities for the first round of competition:

- North Carolina State University
- Robert Morris University
- Carnegie Mellon University
- State University of New York at Oswego
- Missouri State University
- University of South Florida
- Valdosta State University
- Columbus State University
- New Mexico State University
- University of Wyoming

Service to the Community

Member of a Committee

2007: Denton Habitat for Humanity: Marketing Committee

1993-1998: Dallas Can Academy: Board of Trustees

Other Community Service Activities

2006-2017: Denton Bible Church: Child Development Volunteer

Faculty Development:

Other Professional Development

2016 Reef iClicker for Classroom Engagement

2014: Introduction to Respondus

2014: Using Turnitin Efficiently

2013: Blackboard Bootcamp

Honors-Awards-Grants:

Honor

2011: Denton Firefighters Citizens Meritorious Award. Award was given for fundraising efforts on behalf of the Denton Firefighters Memorial Fund that provides support for the families of fallen firefighters.

Awards

2012: Marcom Award: Gold Award for Advertising Campaign in *Chronicle of Higher Education* and Gold Award for the "Only One" television commercial

2012: Educational Advertising Award: Silver Award for Advertising Campaign in *Chronicle of Higher Education*, Silver Award for the "Amy Simpson" print ad, Bronze Award for the "BH Fairchild" print ad, and Merit Award for the Recruitment Advertising Campaign

2012: Communicator Award: Award of Distinction for Advertising Campaign in *Chronicle of Higher Education*

2011: Council for Advancement and Support of Education Southwest District IV: Grand Award for Campaign Advertisement

2011: Hermes Creative Awards: Gold Award for Advertising Campaign in *Chronicle of Higher Education*

2010: Marcom Award: Platinum Award for Recruitment Advertising Campaign and Gold Award for the *Wall Street Journal* Advertising Campaign

2010: Communicator Award: Award of Distinction for "Eri Yoshimura" print ad, "Jeff Hetherly" print ad and Green Pride poster

- 2010: Davey Awards: Silver Award for Advertising Campaign in *Chronicle of Higher Education*
- 2009: Telly Award: Award for the “Discover UNT” television commercial
- 2009: IABC Dallas 2009 Quill Award of Excellence for the “Discover UNT” television commercial