

Denny McCorkle

University of Northern Colorado
Monfort College of Business
(970) 351-1140

Email: denny.mccorkle@unco.edu

Personal Website: <http://digitalselfmarketingadvantage.com/>

Education

DBA, University of Memphis, 1987.

Area of Study: Marketing

Dissertation/Thesis Title: The Effects of General Source and Task Definition on Relative Attribute Importance When In-Home Catalog Shopping

MBA, Louisiana Tech University, 1981.

Area of Study: Marketing

BBA, Southern Arkansas University, 1979.

Area of Study: Accounting

Professional Academic Experience

Professor, University of Northern Colorado. (2005 - Present).

Professor, Southwest Missouri State University. (1999 - 2005).

Professor, University of Northern Colorado. (1997 - 1999).

Associate Professor, University of Northern Colorado. (1995 - 1997).

Visiting Professor/Chair in Direct Marketing, Bristol Business School. (1994 - 1995).

Associate Professor, University of Northern Colorado. (1993 - 1994).

Assistant Professor, University of Northern Colorado. (1989 - 1993).

Assistant Professor, Bentley College. (1987 - 1989).

Instructor, Memphis State University. (1984 - 1987).

Instructor, Delta State University. (1982 - 1984).

Licensures and Certifications

Hootsuite University Certification, Hootsuite Academy. (September 20, 2017 - Present).

Social Media Certified, HubSpot. (October 2019 - November 2021).

RESEARCH, SCHOLARSHIP, AND CREATIVE WORKS

Publications

Juried

Journal Article

Published

- McCorkle, D. E., Reardon, J., Radon, A., Abraha, D. (2019). A Global Consumer Decision Model of Intellectual Property Theft. *Journal of Research in Interactive Marketing*, 13(4), 509-528.. DOI: <https://doi.org/10.1108/IMR-03-2015-0080>
- McCorkle, D. E., Alexander, J. F. (2019). Using a Digital Personal Learning Network Assignment to Teach Social Curation and Lifelong Learning in Marketing. *Journal of Advertising Education*, 23(2), 108-120.. DOI: <https://doi.org/10.1177/1098048219871960>
- McCorkle, D. E., Payan, J. (2017). Using Twitter in the Marketing and Advertising Classroom to Develop Skills for Social Media Marketing and Personal Branding. *Journal of Advertising Education*, 21(1).. DOI: <https://doi.org/10.1177/109804821702100107>
- Auruškevičienė, V., McCorkle, D. E., McCorkle, Y., Mockevičienė, G. (2016). The Impact of Country of Origin Dimensions on Product Evaluation: Case of Auto Parts in Central and Northwest Russia. *Journal of International Business Management & Research (JIBMR)*, 7(18), 57-77.
- Škudienė, V., McCorkle, D. E., Reardon, J., Čertokas, Š. (2015). The Effect Of E-Shops' Service Quality on Lithuanian Consumers' Purchase Intentions. *International Journal of Business, Marketing and Decision Sciences*, 8(1), 43-59. <http://www.iabpad.com/journals/international-journal-of-business-marketing-and-decision-sciences/>
- Škudienė, V., McCorkle, D. E., Reardon, J., Vaitiekunaite, D. (2014). Customer Perceived Value Influence on Manufacturer and Private Label Brand Repurchase Intentions. *Journal of International Business Management & Research*, 5(15).
- McCorkle, D. E., Miller, C., Reardon, J. (2014). Modeling Global Consumer Retail Channel Choice: Bricks or Clicks. *International Journal of Accounting Information Science and Leadership*, 7(20).
- Gao, F., McCorkle, Y., McCorkle, D. E. (2014). Soho Cayman Ltd: A Paradigm Of Inbound FDI Regarding Tax Compliance In China. *Journal of Global Intelligence and Policy*, 7(13), 69-86.
- McCorkle, D. E., McCorkle, Y., Payan, J. (2014). Using Blogs in the Marketing and Advertising Classroom: Exploratory Insights and Recommendations for Future Use. *Journal of Advertising Education*, 18(1, Spring), 24-35.. DOI: <https://doi.org/10.1177/109804821401800105>
- McCorkle, D. E., McCorkle, Y. L. (2012). Using LinkedIn in the Marketing Classroom: Exploratory Insights and Recommendations for Teaching Social Media/Networking. *Marketing Education Review*, 22(2), 157-167.
- McCorkle, D., Reardon, J., Dalenberg, D., Pryor, A., Wicks, J. (2012). Purchase or Pirate: A Model of Consumer Intellectual Property Theft. *Journal Of Marketing Theory and Practice*, 20(1), 73-86.
- Skudiene, V., McCorkle, Y., McCorkle, D. E., Matuizait, J. (2012). The Influence of

Different Loyalty Programs on Lithuanian Petrol Stations Customers' Intention to Be Loyal. *Journal of International Business Management & Research*, 3(7).

Payan, J., McCorkle, D. E., Reardon, J. (2010). The Effect of Culture on the Academic Honesty of Marketing and Business Students. *Journal Of Marketing Education*, 32(3), 275-291.

Pryor, A., Dalenberg, D., McCorkle, D., Reardon, J., Wicks, J. (2008). Buy or Burn?: Empirical Tests of Models of Crime Using Data from a General Population. *Social Science Journal*, 45(1), 95-106.
<http://www.sciencedirect.com/science/article/pii/S036233190700153X>

McCorkle, D., Payan, J., Reardon, J., Kling, N. (2007). Perceptions and Reality: Creativity in the Marketing Classroom. *Journal Of Marketing Education*, 29(3), 254-261.

Reardon, J., Dalenberg, D., McCorkle, D. E., Wicks, J. (2007). The Marginal Effects of Consumer Characteristics on Internet Channel Choice. *Journal Of Applied Business Research*, 23(1), 43-54.

Wicks, J. H., Reardon, J., McCorkle, D. E. (2005). An Examination of the Antecedents of the Consumer Make-or-Buy Decision. *Journal Of Marketing Theory & Practice*, 13(1), 26-39.

Kling, N., McCorkle, D. E., Miller, C., Reardon, J. (2005). The Impact of Testing Frequency on Student Performance in a Marketing Course. *Journal Of Education For Business*, 81(2), 67-72.

McCorkle, D. E., Alexander, J. F., Reardon, J., Kling, N. D. (2003). Developing Self-Marketing Skills: Are Marketing Students Prepared for the Job Search? *Journal Of Marketing Education*, 24(2), 1-12.

Schaefer, A. D., McCorkle, D. E. (2003). A Futuristics Course: Instilling a Future-Orientation in Marketing Students. *Journal for Advancement of Marketing Education*, 3, 40-51.

McCorkle, D. E., Alexander, J. F., Schaefer, A. (2003). Currency in the Marketing Classroom: An Active Learning Justification and Application. *Journal Of The Academy Of Business Education*, 4, 71-84.

Miller, C. E., Reardon, J., McCorkle, D. E. (2003). Incentives for Industrial Sales Personnel: An Empirical Examination of Compensation Attributes. *International Journal Of Business Disciplines (IJBD)*, 14(2), 42-49.

Reardon, J., McCorkle, D. E. (2002). A Consumer Model for Channel Switching Behavior. *International Journal Of Retail & Distribution Management*, 30(4), 179-185.

Reardon, J., Kling, N. D., McCorkle, D. E., Miller, C. (2002). The Formation of Regional Trade Blocs: A Theoretical Perspective Using Game Theory. *American Business Review*, 20(1), 91-99.

Reardon, J., Kling, N. D., Amirebayeva, S., McCorkle, D. E. (2001). A Multidisciplinary Approach to Multistop/Multipurpose Shopping Behavior and Retail Location Planning. *Marketing Management Journal*, 11(2).

McCorkle, D. E., Alexander, J. F., Reardon, J. (2001). Integrating Business Technology

and Marketing Education: Enhancing the Diffusion Process Through Technology Champions. *Journal Of Marketing Education*, 23(1), 16-24.

Miller, C. E., Reardon, J., McCorkle, D. E. (1999). The Effects of Competition on Retail Structure: An Examination of Intratype, Intertype and Intercategory Competition. *Journal Of Marketing*, 63(4), 107-120.

McCorkle, D. E., Reardon, J. F., Alexander, J. F., Kling, N. D., Harris, R. C., Iyer, V. V. (1999). Undergraduate Marketing Students, Group Projects and Teamwork: the Good, the Bad and the Ugly? *Journal Of Marketing Education*, 21(2), 106-117.

Kling, N. D., Alexander, J. F., McCorkle, D. E., Martinez, R. (1999). Preparing for Careers in Global Business: Strategies for U.S. Female Students. *American Business Review*, 34-42.

McCorkle, D. E., Alexander, J. F. (1998). Teaching a Distance Marketing Course: A Case Study for First-Timers. *Marketing Education Review*, 8(3), 45-55.

Kling, N. D., Alexander, J. F., Martinez, R., McCorkle, D. E. (1998). NAFTA Revisited: The Role of Business Educators. *Journal Of Education For Business*, 73(6), 336-343.

McCorkle, D. E. (1997). Teaching Direct Marketing and Competing for a Collegiate Echo Award. *Journal of Direct Marketing*, 11(1), 66-74.

Alexander, J. F., Schul, P. L., McCorkle, D. E. (1994). An Assessment of Selected Relationships in a Model of the Industrial Marketing Negotiation Process. *Journal Of Personal Selling & Sales Management*, 14(3), 25-41.

Settle, R., Alreck, P., McCorkle, D. E. (1994). Consumer Perceptions of Mail/Phone Order Shopping Media. *Journal of Direct Marketing*, 8(3), 30-45.

Diriker, M. F., McCorkle, D. E. (1992). A New Europe and Direct Marketing: An Introduction. *Journal of Euromarketing*, 2(2), 7-11.

McCorkle, D. E., Alexander, J. F., Diriker, M. F. (1992). Developing Self-Marketing Skills for Student Career Success. *Journal Of Marketing Education*, 13, 57-67.

McCorkle, D. E., Diriker, M. F., Alexander, J. F. (1992). An Involvement-Oriented Approach to Teaching a Medium-Sized Marketing Principles Class. *Journal Of Education For Business*, 67(4), 197-205.

McCorkle, D. E., Alexander, J. F. (1991). The Effects of Advertising Education on Business Students' Attitudes Toward Advertising. *Journal Of Education For Business*, 67(2), 105-110.

McCorkle, D. E. (1990). The Role of Perceived Risk in Mail Order Catalog Shopping. *Journal of Direct Marketing*, 4(4), 26-35.

McCorkle, D. E., Planchon, J. M., James, W. L. (1987). In-Home Shopping: A Critical Review and Research Agenda. *Journal of Direct Marketing*, 1(2), 5-21.

Conference (Abstract) Proceeding

Published

McCorkle, D. E., Reardon, J. (2017). *The Added Value of Certifications: A Case Utilizing*

Hootsuite Certification for Managing Social Media (vol. 11). INTED2017 Proceedings
11th International Technology, Education and Development Conference.
<https://iased.org/inted/publications>. DOI: 10.21125/inted.2017

Conference (Full Paper) Proceeding

Published

McCorkle, D. E., Reardon, J., Miller, C., Auruškevičienė, V. (2018). *Underlying Causes of the Geographic Choice Decision of U.S. Business Students to Study Abroad*. Valencia: Proceedings of INTED Conference.

McCorkle, D. E., Reardon, J., Miller, C., Auruškevičienė, V. (2018). *The Effect of Student Perceived Benefits and Obstacles on Determining Geographic Region for Study Abroad*. Santa Fe, New Mexico: 2018 MEA Marketing Educators' Conference.

Auruškevičienė, V., McCorkle, D. E., McCorkle, Y., Mockevičienė, G. (2015). *The Impact of Country of Origin Dimensions on Product Evaluation: Case of Auto Parts in Central and Northwest Russia*. Tennessee: Intellectbase Academic Conference 2015.

Škudienė, V., McCorkle, D. E., Reardon, J., Čertokas, Š. (2015). *The Effect of E-Shops' Service Quality on Lithuanian Consumers' Purchase Intentions*. Proceedings of the International Academy of Business and Public Administration Disciplines (IABPAD) Conference.

McCorkle, D. E., Miller, C., Reardon, J. (2013). *Modeling Global Consumer Retail Channel Choice: Bricks or Clicks*. Intellectbase Academic Conference 2013.

Reardon, J., McCorkle, D. E., Auruškevičienė, V. (2013). *An Exploratory Study of Online Versus Traditional Educational Delivery Methods Using Social Contract Theory*. Portland, OR: Marketing Educators' Association Conference.

Skudienė, V., McCorkle, D. E., Reardon, J., Vaitiekunaite, D. (2013). *Customer Perceived Value Influence on manufacturer and Private Label Brands Repurchase Intentions*. Las Vegas, NV: Intellectbase International Consortium.

McCorkle, D. E., Miller, C., Reardon, J. (2013). *Modeling Global Consumer Retail Channel Choice*. Las Vegas, NV: Intellectbase International Consortium Conference.

McCorkle, D. E., Auruškevičienė, V., Vytautas, J., Reardon, J. (2013). *The Antecedent Effects of SMS Marketing on Consumer Intentions*. Proceedings of the Academy of Business and Public Administration Disciplines.

McCorkle, D. E., Auruškevičienė, V., Reardon, J., Skudienė, V. (2012). *Faculty Adaptation to Foreign Student Learning Styles and Expectations*. Long Beach, CA: 33rd Annual Proceedings of the Marketing Educators Conference.

Reardon, J., McCorkle, D. E., Auruškevičienė, V. (2012). *Online Courses: Innovative Education Channel or 21st Century Correspondence Course* (pp. 5588-5593). INTED 2012 Proceedings 6th International Technology, Education and Development Conference.

McCorkle, D. E., Auruškevičienė, V., Vytautas, J., Reardon, J. (2012). *The Antecedent Effects of SMS Marketing on Consumer Intentions* (1st ed., vol. 6, pp. 88-105). Orlando, FL: International Academy of Business and Public Administration Disciplines Conference.

ˆkudien, V., McCorkle, Y., McCorkle, D. E., Matuizait, J. (2011). *The Influence of Different Loyalty Programs on Lithuanian Petrol Stations Customers' Intention to Be Loyal*. Intellectbase Academic Conference 2011.

Miller, C. E., Huong, N., Speece, M., McCorkle, D. E., Vida, I. (2003). *Attitudes toward Advertising in Vietnam* (pp. 273-277). Atlantic Marketing Association.

Miller, C. E., Reardon, J., McCorkle, D. (2002). *Hierarchy of Effects in Information Processing* (pp. 532-535). Atlantic Marketing Association.

Reardon, J., Kling, N. D., McCorkle, D. E. (2001). *Dot Com Versus Dot Bomb: Why Professor Self Owes Me a Bottle of Cognac* (pp. 57-68). Atlantic Marketing Association.

Miller, C. E., Reardon, J., McCorkle, D. E. (2001). *Incentives for Industrial Sales Personnel: Does Anything Besides Cash Work?* (pp. 21-27). Atlantic Marketing Association.

Poster Presentation

Published

McCorkle, Y., McCorkle, D. E., Reardon, J. (2013). *The Benefits of a Country Culture Project in an International Business Course*. Seville, Spain: ICERI 2013 Conference.

Professional Presentations

Invited

Juried

McCorkle, D. E., DMEF Direct/Interactive Marketing Research Summit, "Teaching Introduction to Direct Marketing: Three Different Views," Las Vegas, Nevada. (2008).

Non-juried

McCorkle, D. E. (Panelist), Direct/Interactive Marketing Research Summit, "Perspectives from Robert B. Clarke Outstanding Educators," Marketing Edge, Los Angeles, California. (October 15, 2016).

McCorkle, D. E. (Panelist), Direct/Interactive Marketing Research Summit, "Bringing Business World Experiences to the Classroom," DMA - Marketing Edge, Boston, Massachusetts. (October 2011).

McCorkle, D. E. (Discussant), Atlantic Marketing Association, "Educational Quality: Measuring Outputs of Education for AACSB and Baldrige," Atlantic Marketing Association, Salem, Massachusetts. (2005).

McCorkle, D. E., Reardon, J., Miller, C., ""Educational Quality: Measuring Outputs of Education for AACSB and Baldrige,'" Atlantic Marketing Association, Salem, Massachusetts. (September 2005).

Not Invited

Juried

- McCorkle, D. E., Alexander, J., Diriker, M., Reardon, J., Marketing Management Association Fall Educator's Conference, "Use of an Early Course Improvement Tool in a Marketing Principles Course," Marketing Management Association, Santa Fe, New Mexico. (September 19, 2019).
- McCorkle, D. E. (Author & Presenter), Škudienė, V. (Author), McCorkle, Y. (Author), Blagoveščenskij, D. (Author), IABPAD conference, "Relationship Quality Between Companies And Their Stakeholders In The Lithuanian Hotel, Restaurant And Café Industry," International Academy Of Business And Public Administration Disciplines, Orlando, Florida. (January 2019).
- McCorkle, D. E. (Author & Presenter), Alexander, J. (Author), Diriker, M. (Author), Marketing Management Association Fall Educator's Conference, "Students Teaching Students for a More Up-to-date Social Media Marketing Course," Marketing Management Association, Kansas City, Missouri. (September 2018).
- Reardon, J. (Author & Presenter), Miller, C. (Author), McCorkle, D. E. (Author), Auruskeviciene, V. (Author), Marketing Educators Conference, "The Effect of Student Perceived Benefits and Obstacles on Determining Geographic Region for Study Abroad," Marketing Educators' Association, Santa Fe NM. (April 19, 2018).
- Reardon, J. (Author & Presenter), Miller, C. (Author), McCorkle, D. E. (Author), Auruskeviciene, V. (Author), INTED, "Underlying Causes of the Geographic Choice Decision of Us Business Students to Study Abroad," INTED, Valencia Spain. (March 2018).
- McCorkle, D. E. (Author & Presenter), Alexander, J. (Author), Diriker, M. (Author), Marketing Edge Research Summit, "Using LinkedIn in a Capstone Marketing Course for Personal Branding and Job Search," Marketing Edge, New Orleans, Louisiana. (October 2017).
- McCorkle, D. E. (Author & Presenter), Direct/Interactive Marketing Research Summit, "Teaching Students to Use Social Media for Personal Branding and Job Search," Marketing Edge, Los Angeles, California. (October 15, 2016).
- McCorkle, D. E. (Author & Presenter), Direct/Interactive Marketing Research Summit, "Student Use of Social Media as a Personal Learning Network," Marketing Edge, Boston, Massachusetts. (October 2015).
- Reardon, J. (Author & Presenter), McCorkle, D. E. (Author), Auruskeviciene, V. (Author), Vida, I. (Author), American Marketing Association Summer Educators Conference, "Consumer Decision Model of Intellectual Property Theft: A Global Perspective," AMA, Chicago. (August 14, 2015).
- McCorkle, D. E. (Author & Presenter), Direct/Interactive Marketing Research Summit, "Developing a Social Media Marketing Course: First Time Experiences and Recommendations," DMA - Marketing Edge, San Diego. (October 2014).
- Reardon, J. (Coordinator/Organizer), McCorkle, D. E. (Moderator), Conner, S. (Panelist), Miller, C. (Panelist), Lupton, R. (Panelist), Marketing Educators' Association, "Internationalization of College Business Programs Successes and Challenges," San Jose, CA. (April 25, 2014).
- McCorkle, D. E. (Author & Presenter), Reardon, J. (Author), Direct/Interactive Marketing Research Summit, "Using Twitter in the Marketing Classroom to Develop Social

- Media Marketing and Personal Branding Skills," DMA - Marketing Edge, Chicago. (October 2013).
- McCorkle, D. E. (Author & Presenter), Reardon, J. (Author), Direct/Interactive Marketing Research Summit, "Benefits and Problems with Developing Social Media/Networking Skills in Marketing Students," DMA - Marketing Edge, Las Vegas, Nevada. (October 2012).
- McCorkle, D. E. (Author & Presenter), Reardon, J. (Author), Direct/Interactive Marketing Research Summit, "Experiential and Real-World: Social Media in the Marketing Classroom," DMA - Marketing Edge, Boston, Massachusetts. (October 2011).
- Reardon, J., McCorkle, D. E., McCorkle, Y., Academy of Business and Public Administration Disciplines, "The Effect of Uncertainty Avoidance on Consumer E-Commerce Adoption: An Exploratory Examination," Academy of Business and Public Administration Disciplines, Orlando, Florida. (2010).
- McCorkle, D. E., Marketing Educators' Association (MEA), "Self-Marketing 2.0: Using LinkedIn in the Marketing Classroom," Marketing Educators' Association (MEA), Seattle, Washington. (April 2010).
- McCorkle, D. E., DMEF Direct/Interactive Marketing Research Summit, "Using Blogs in the e-Marketing Classroom," San Diego, California. (2009).
- Payan, J., Reardon, J., McCorkle, D. E., "The Effects of Culture on Undesirable Undergraduate Student Behaviors," Cross-Cultural Research, Puerto Vallarta, Mexico. (2009).
- Reardon, J., McCorkle, D. E., Auruskeviciene, V., Skudiene, V., Western Decision Sciences Institute Annual Conference, "The Effect of Culture on Consumer E-Commerce Adoption," Western Decision Sciences Institute Annual Conference, Kauai, Hawaii. (2009).
- Miller, C., McCorkle, D. E., Payan, J., Marketing Educators' Association (MEA), "Globalizing Faculty: Suggestions and Experiences," Marketing Educators' Association (MEA), Newport Beach, California. (April 2009).
- McCorkle, D. E., DMEF Direct/Interactive Marketing Research Summit, "Integrating the Collegiate ECHO in Direct/Interactive Marketing Courses: Undergraduate and Graduate Perspectives," Las Vegas, Nevada. (2008).
- Reardon, J., Auruskeviciene, V., Salciuviene, L., McCorkle, D. E., Skudiene, V., Global Business and Technology Association's Tenth Annual International Conference, "The Effect of Culture on Consumer Intellectual Property Theft: An Exploratory Analysis," Madrid, Spain. (2008).
- Payan, J., Reardon, J., McCorkle, D. E., Weverbergh, M., Marketing Educators' Association (MEA), "The Effects of Culture on Cheating: An Exploratory Examination," Marketing Educators' Association, Salt Lake City, Utah. (2008).
- McCorkle, D. E., Auruskeviciene, V., Skudiene, V., Reardon, J., Vida, I., Marketing Management Association, "Consumer Choice and Intellectual Property Theft: An Exploratory Examination," Marketing Management Association, Chicago, Illinois. (2008).
- McCorkle, D. E., Payan, J., Reardon, J., Kling, N., Academy of Marketing Science, 2007

World Marketing Congress Proceedings, "Creativity And Marketing Students: An Empirical Analysis," Verona, Italy. (July 2007).

Reardon, J., Dallenburg, D., McCorkle, D. E., Wicks, J., Annual Proceedings of EIRASS, "Consumer Retail Channel Choice: An Exploratory Analysis," Annual Proceedings of EIRASS, Budapest, Hungary. (July 2006).

McCorkle, D. E., Payan, J., Kling, N. D., Reardon, J., Marketing Educators Association, "'Marketing Creativity in the Classroom'," Marketing Educators Association, San Francisco, California. (April 2006).

Miller, C., Reardon, J., Kling, N., McCorkle, D. E., "The Effects Of Testing Frequency On Performance In Marketing Classes," Marketing Educators Association, La Jolla, California. (April 2005).

Reardon, J., Broekhuizen, T., De Haes, J., McCorkle, D. E., "The E-Commerce Purchase Decision: Why Consumers Buy Through the Internet," Direct Marketing Educators Foundation, New Orleans, Louisiana. (October 2004).

McCorkle, D. E., Schaefer, A., Reardon, J., Rohr, T., "Perceived Risk and the Web: A Consumer Perspective," Direct Marketing Educators Foundation, New Orleans, Louisiana. (October 2000).

Non-juried

McCorkle, D. E. (Panelist), Marketing Management Association Fall Educator's Conference, "Integrating Social Media into the Marketing Curriculum," Marketing Management Association, Kansas City, Missouri. (September 2018).

McCorkle, D. E. (Discussant), Direct Marketing Educators' Conference, Toronto, Canada. (1999).

Media Contributions

Internet

Digital Self Marketing Advantage Blog. (December 2017).

UNC Alumni Blog. (September 19, 2017).

Newspaper

Greeley Tribune. (December 3, 2017).

CONTRACTS, FELLOWSHIPS, GRANTS AND SPONSORED RESEARCH

Funded

McCorkle, D. E., "Provost Travel Grant," Sponsored by Office of Sponsored Programs, University of Northern Colorado, \$800.00.

McCorkle, D. E., "Provost Travel Award," Sponsored by University of Northern Colorado, University of Northern Colorado, \$700.00. (2016).

McCorkle, D. E., "Provost Travel Award," Sponsored by University of Northern Colorado, University of Northern Colorado, \$600.00. (2015).

McCorkle, D. E., "ASAT Award," Sponsored by University of Northern Colorado, University of Northern Colorado, \$800.00. (2014).

McCorkle, D. E., "Provost Travel Award," Sponsored by University of Northern Colorado, University of Northern Colorado, \$1,605.00. (2014).

McCorkle, D. E. (Principal), "Summer Teaching Improvement Grant," Sponsored by MCB, University of Northern Colorado, \$3,000.00. (2014).

McCorkle, D. E., "ASAT Award," Sponsored by University of Northern Colorado, University of Northern Colorado, \$800.00. (2013).

McCorkle, D. E., "Provost Travel Award," Sponsored by University of Northern Colorado, University of Northern Colorado, \$1,998.00. (2013).

McCorkle, D. E. (Principal), "Summer Teaching Improvement Grant," Sponsored by MCB, University of Northern Colorado, \$2,000.00. (2013).

McCorkle, D. E., "Provost Travel Award," Sponsored by University of Northern Colorado, University of Northern Colorado, \$1,819.00. (2012).

TEACHING

Teaching Experience

University of Northern Colorado

Courses Taught:

BA 251, International Business, 26 courses. 3.00 credit hours.

BAMG 458, Managing in a Global Environment, 2 courses. 3.00 credit hours.

BAMG 490, Marketing Problems, 1 course. 3 credit hours.

BAMG 495, Special Topics in Management, 2 courses. 3.00 credit hours.

BAMK 260, Introduction to Marketing, 4 courses. 3.00 credit hours.

BAMK 360, Marketing, 2 courses. 3.00 credit hours.

BAMK 371, Digital Marketing, 16 courses. 3.00 credit hours.

BAMK 464, Global Marketing Strategies, 4 courses. 3.00 credit hours.

BAMK 470, Direct Marketing, 1 course. 3.00 credit hours.

BAMK 471, E-Marketing, 2 courses. 3.00 credit hours.

BAMK 478, Social Media Marketing, 8 courses. 3.00 credit hours.

BAMK 490, Marketing Strategies, 28 courses. 3.00 credit hours.

BAMK 492, Internship in Marketing, 7 courses. 3.00 credit hours.

BAMK 495, Special Topics in Marketing, 6 courses. 3.00 credit hours.

MBA 660, Marketing Management, 3 courses. 3.00 credit hours.

New Programs Developed/Major Program Revision: 2 courses.

DS: Course (New) - Creation/Delivery: Conventional

DS: Course (New) - Creation/Delivery: Online

ISM Vilnius Lithuania

Courses Taught:

Social Media Marketing, 1 course.

University of Trieste

Courses Taught:

International Marketing, 1 course.

VSE Prague

Courses Taught:

e-Marketing, 1 course.

Non-Credit Instruction

Guest Lecture, Senior Seminar, Theatre Students, UNC, 15 participants. (October 2018).

Panel Member/Workshop, MCB Entrepreneurial Challenge and East Colorado SBDC, 30 participants. (January 2018).

Speaker/Training: LinkedIn: Building Relevance, East Colorado SBDC/Greeley Chamber of Commerce, 25 participants. (November 2017).

Guest Lecture, Senior Seminar, Theatre students, UNC, 15 participants. (October 2017).

Workshop, Delta Sigma Pi. (September 2017).

Workshop, Destination UNC Students Experience, 75 participants. (February 2017).

Workshop, FBLA District 1, 100 participants. (February 2017).

Workshop, UNC Graduate Office. (February 2017).

Workshop, UNC Graduate Office. (November 2016).

Guest Lecture, Senior Seminar, Theatre students, UNC, 15 participants. (October 2016).

Workshop, Delta Zeta Sorority, 50 participants. (February 2016).

Guest Lecture, Senior Seminar, Theatre students, UNC, 15 participants. (October 2015).

Workshop, Greeley Chamber of Commerce, 15 participants. (October 2015).

Workshop, CETL, 15 participants. (September 2015).

Workshop, Radius of Influence Conference, 50 participants. (May 2015).

SERVICE

University Service

- Committee Member, Graduate Faculty. (2006 - Present).
- Committee Member, Academic Policies Committee (subcommittee of Faculty Senate). (2013 - 2014).
- Committee Member, Faculty Senate. (2008 - 2014).
- Committee Member, Welfare Committee (subcommittee of Faculty Senate). (2008 - 2013).
- Committee Member, Elections Committee (subcommittee of Faculty Senate). (2008 - 2010).
- Committee Member, Undergraduate Initiatives Committee. (2008 - 2010).
- Committee Member, Technology Committee. (2005 - 2010).
- Other Institutional Service Activities, Visited four Chinese Universities during the summer about potential study abroad programs. Two were for me to promote and manage. (2009).
- Committee Member, Liberal Arts Core Curriculum Committee: International and Multicultural Studies. (2007).
- Faculty Sponsor, EBS Paris Study Abroad Exchange Program. (2006 - 2007).
- Committee Member, Salary Equity Committee. (2006 - 2007).
- Other Institutional Service Activities, Graduate Faculty. (2006).
- Committee Member, Salary Equity Committee. (2005 - 2006).
- Conference-Related, Direct Marketing Educators' Conference. (2004).

College Service

- Committee Member, Admin Council. (2014 - Present).
- Committee Member, General Faculty Meetings. (September 1, 2013 - Present).
- Committee Member, Daniels Fund Ethics Committee. (2013 - Present).
- Committee Member, Curriculum Committee. (September 1, 2010 - August 31, 2014).
- Committee Member, MCB General Faculty Meeting. (September 1, 2010 - August 31, 2013).
- Committee Member, MBA Committee. (2009 - 2011).
- Committee Member, MCB Facilities and Technology. (September 1, 2007 - August 31, 2010).
- Committee Member, MCB General Faculty Meetings. (September 1, 2005 - August 31, 2010).
- Faculty Sponsor, EBS Paris Study Abroad Exchange Program. (2008 - 2009).

Committee Member, Curriculum Committee. (September 1, 2008 - August 31, 2009).

Committee Member, Curriculum Committee. (2007 - 2008).

Committee Member, MCB Curriculum. (September 1, 2005 - August 31, 2008).

Faculty Sponsor, Internship supervised one student (Meghan Evans). (2007).

Committee Member, MCB Technology. (September 1, 2005 - August 31, 2007).

Committee Member, Curriculum Committee. (2006).

Committee Member, Technology Recruiting Committee. (2006).

Committee Member, Technology Committee. (2005).

Department Service

Committee Member, Marketing Program. (September 1, 2006 - August 31, 2014).

Committee Member, MCB Facilities & Technology Committee. (September 1, 2008 - August 31, 2009).

Faculty Sponsor, Internship supervision. (2007).

Committee Member, School of Management and Marketing. (September 1, 2005 - August 31, 2006).

Other Institutional Service Activities, Independent Study. (2005).

Other Institutional Service Activities, Internship. (2005).

Professional Service

Reviewer, Ad Hoc Reviewer, Journal of Marketing Education. (2014 - 2019).

Reviewer, Ad Hoc Reviewer, Marketing Education Review. (2014 - 2019).

Reviewer, Conference Paper, Direct/Interactive Marketing Research Summit/Conference. (2013 - 2017).

Journal of Advertising Education. (2014).

Editorial Review Board Member, Marketing Education Review. (2012 - 2013).

Reviewer, Journal Article, AMS World Marketing Conference. (2012).

Reviewer, Journal Article, DMEF Direct/Interactive Marketing Research Summit. (2012).

Reviewer, Journal Article, Management Decision. (2012).

Committee Member, Direct Marketing Educational Foundation Professors' Academy, New York, New York. (2008 - 2012).

Other Professional Service Activities, Marketing Educators' Association. (2005 - 2012).

Reviewer, Ad Hoc Reviewer, Journal of Marketing Education. (2002 - 2012).

Reviewer, Journal Article, Academy of Business and Public Administration Disciplines, Orlando, Florida. (2010).

Reviewer, Textbook, Internet Marketing & Technology Textbook. (2008).

Other Professional Service Activities, Marketing Educators' Association, Salt Lake City, Utah. (2008).

Reviewer, Textbook, Reviewed new Internet Marketing and Technology textbook for Thomson, Boston, Massachusetts. (2008).

Other Professional Service Activities, Chicago Association of Direct Marketing, Direct Marketing Days & Expo, Chicago, Illinois. (2007).

Reviewer, Textbook, Marketing & Technology. (2007).

Reviewer, Textbook, Marketing Management Textbook. (2007).

Reviewer, Textbook, McGraw Hill/Irwin. (2007).

Reviewer, Journal Article, Academy of Marketing Science. (2005).

Reviewer, Ad Hoc Reviewer, Journal of Marketing Theory and Practice. (2004).

Reviewer, Journal Article, Atlantic Marketing Association. (2003 - 2004).

Reviewer, Journal Article, Marketing Education Review. (1999 - 2004).

Reviewer, Journal Article, Direct Marketing Educational Foundation. (1998 - 2004).

Reviewer, Journal Article, Journal of Interactive Marketing. (1998 - 2001).

DEVELOPMENT ACTIVITIES ATTENDED

Conference Attendance, "MMA Fall Educators' Conference," Marketing Management Association, Santa Fe, New Mexico, United States. (September 2019).

Conference Attendance, "Inbound 2019 (professional conference)," HubSpot, Boston, MA, United States. (September 3, 2019 - September 6, 2019).

Conference Attendance, "Colorado Marketing Summit (professional conference)," Denver, Colorado, USA. (June 2019).

Conference Attendance, "Digital Summit (professional workshop and conference)," Kansas, Kansas, USA. (May 2019).

Conference Attendance, "Social Media Marketing World 2019 (professional conference)," Social Media Examiner, San Diego, California, United States. (March 2019).

Conference Attendance, "Marketing Management Association Fall Educators' Conference," MMA, Kansas City, Missouri, United States. (September 2018).

Conference Attendance, "DMA Annual Marketing Conference (professional conference)," DMA

Marketing Edge, New Orleans, LA. (October 2017).

Conference Attendance, "Ethics in Branding," Daniels Fund, Loveland, CO. (October 2017).

Conference Attendance, "Marketing Edge Research Summit," DMA Marketing Edge, New Orleans, LA. (October 2017).

Conference Attendance, "Social Media Marketing World (professional conference)," Social Media Examiner, San Diego, CA. (March 2017).

Conference Attendance, "Direct/Interactive Marketing Research Summit," DMA Marketing Edge, Los Angeles, CA. (October 2016).

Conference Attendance, "DMA Annual Marketing Conference (professional conference)," DMA Marketing Edge, Los Angeles, CA. (October 2016).

Conference Attendance, "Social Media Marketing World (professional conference)," Social Media Examiner, San Diego, CA. (March 2016).

Conference Attendance, "Intellectbase Academic Conference," Intellectbase, Las Vegas, Nevada. (2015).

Conference Attendance, "Ethics in Social Media," Daniels Fund, Loveland, CO. (November 2015).

Conference Attendance, "Direct/Interactive Marketing Research Summit," DMA Marketing Edge, Boston, MA. (October 2015).

Conference Attendance, "DMA Annual Marketing Conference (professional conference)," DMA Marketing Edge, Boston, MA. (October 2015).

Conference Attendance, "Social Media Marketing World (professional conference)," Social Media Examiner, San Diego, CA. (March 2015).

Conference Attendance, Academy of Business and Public Administration Disciplines, Orlando, Florida. (January 2015).

Conference Attendance, "Direct/Interactive Marketing Research Summit," DMA Marketing Edge, San Diego, CA. (October 2014).

Conference Attendance, "DMA Annual Marketing Conference (professional conference)," DMA Marketing Edge, San Diego, CA. (October 2014).

Conference Attendance, Marketing Educators' Association (MEA), San Jose, CA. (April 2014).

Conference Attendance, "Intellectbase Academic Conference," Intellectbase, Las Vegas, Nevada. (2013).

Conference Attendance, "Direct/Interactive Marketing Research Summit," DMA Marketing Edge, Chicago, IL. (October 2013).

Conference Attendance, "DMA Annual Marketing Conference (professional conference)," DMA Marketing Edge, Chicago, IL. (October 2013).

Conference Attendance, Marketing Educators' Association (MEA), Portland, Oregon. (April 2013).

Conference Attendance, Academy of Business and Public Administration Disciplines, Orlando, Florida. (January 2013).

Conference Attendance, Marketing Educators' Association (MEA), Long Beach, California. (2012).

Conference Attendance, "Direct/Interactive Marketing Research Summit," DMA Marketing Edge, Las Vegas, Nevada. (2012).

Conference Attendance, "Direct/Interactive Marketing Research Summit," DMA Marketing Edge, Boston, Massachusetts. (2011).

Conference Attendance, "Intellectbase Academic Conference," Intellectbase, Las Vegas, Nevada. (2011).

Conference Attendance, Academy of Business and Public Administration Disciplines, Orlando, Florida. (2010).

Conference Attendance, Marketing Educators' Association (MEA), Seattle, Washington. (2010).

Conference Attendance, Direct Marketing Association, San Diego, California. (2009).

Conference Attendance, DMEF Direct/Interactive Marketing Research Summit, San Diego, California. (2009).

Conference Attendance, Marketing Educators' Association (MEA), Newport Beach, California. (2009).

Seminar, Direct Marketing Association, Las Vegas, Nevada. (2008).

Seminar, DMEF Direct/Interactive Marketing Research Summit, Las Vegas, Nevada. (2008).

Seminar, Marketing Educators' Association MEA, Salt Lake City, Utah. (2008).

Other Professional Development, Chicago, Illinois. (2007).

Conference Attendance, San Francisco, California. (2006).

Conference Attendance, La Jolla, California. (2005).

Conference Attendance, Salem, Massachusetts. (2005).

Conference Attendance, New Orleans, Louisiana. (2004).

Seminar, New Orleans, Louisiana. (2004).

Conference Attendance, Portland, Maine. (2003).

Conference Attendance, Savannah, Georgia. (2002).

Conference Attendance, Portland, Maine. (2001).

Conference Attendance, Boston, Massachusetts. (2000).

Conference Attendance, New Orleans, Louisiana. (2000).

Seminar, Chicago, Illinois. (2000).

Seminar, New Orleans, Louisiana. (2000).

Conference Attendance, New Orleans, Louisiana. (1999).

Conference Attendance, Boston, Massachusetts. (1999).

Conference Attendance, Toronto, Canada. (1999).

Seminar, Denver, Colorado. (1999).

Seminar, Toronto, Canada. (1999).

AWARDS AND HONORS

Leadership

#TAPinto recommendation as someone to follow on social media., The About Pages. (November 2017).

Other

Teacher of the Year, MCB. (May 2013).

Scholarship/Research

Provost Award for Travel, Office of Sponsored Programs. (October 2017).

Provost Award for Travel, Office of Sponsored Programs. (October 2016).

Provost Award for Travel, Office of Sponsored Programs. (October 2015).

Provost Award for Travel, Office of Sponsored Programs. (October 2014).

Provost Award for Travel, Office of Sponsored Programs. (April 2014).

Ethics and Social REsponsibility Marketing Management Association. (2008).

Social Science Journal. (2008).

Marketing Management Association. (2007).

MCB/UNC. (2007).

MCB/UNC. (2006).

MCB/UNC. (2005).

MCB/UNC. (2005).

MCB/UNC. (2005).

MCB/UNC. (2005).

Service

Scholar's Incentive Grant. (2007).

UNC Graduate Council. (2006).

Teaching

Top Digital Marketing Professor (1 of 13 in U.S.), HubSpot Academy. (June 2017).

Scholar Peak Award, Colorado American Marketing Association. (May 2016).

Scholar Peak Award, Colorado American Marketing Association. (2015).

Scholar Peak Award, Colorado American Marketing Association. (2014).

MCB Summer Classroom Instruction Improvement Grant, MCB. (May 2014).

Scholar Peak Award, Colorado American Marketing Association. (2013).

MCB Summer Classroom Instruction Improvement Grant, MCB. (May 2013).

Scholar Peak Award, Colorado American Marketing Association. (2012).

Direct Marketing Educational Foundation, New York, New York. (2007).

Direct Marketing Educational Foundation, N.Y. N.Y. (2006).

PROFESSIONAL MEMBERSHIPS

Marketing Management Association. (September 2018 - September 2020).

Marketing Edge Professor's Academy. (2016 - 2017).

Marketing Educator's Association. (2005 - 2015).

Direct Marketing Educational Foundation Professor's Academy. (2004 - 2015).

Atlantic Marketing Association. (2001 - 2005).