

Robert H. Smith School of Business  
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## Mary B. Harms

### Teaching

2014 – 2020 Associate Clinical Professor, Marketing, Smith School of Business, University of Maryland  
2010 – 2014 Tyser Teaching Fellow, Smith School of Business, University of Maryland  
2003 - 2010 Marketing Lecturer, Smith School of Business, University of Maryland  
2001 – 2003 Marketing Adjunct Instructor, Smith School of Business, University of Maryland

- Undergraduate courses taught: Principles of Marketing, Marketing Strategy, Digital Marketing, Design and Innovation in Marketing, Retailing, Consumer Analysis, Integrated Marketing Communication, Global Marketing, Marketing Internships. MBA courses taught: Principles of Marketing and Marketing Strategy
- Awards received for teaching excellence:
  - Winner of the Krowe Award for Teaching Effectiveness in 2019, 2010 and 2006, Robert H. Smith School of Business, University of Maryland
  - Runner-Up in 2005 for Legg-Mason Technology Award and for the Krowe Award, Robert H. Smith School of Business, University of Maryland
  - Phillip Merrill Faculty Mentor Award, Center for Teaching Excellence, 2006, 2011
- Have consistently maintained high student evaluation scores, teaching on average 24-27 credits and 5-7 different course preparations a year for the past 8 years in addition to providing substantial service to the undergraduate program of the marketing department

#### **Individual course summaries:**

- *BMGT 355 – Principles of Marketing for Business Minor*
  - Conceptualized and created the online blended course for the newly-created business minor for non-business students
  - Curated a selection of existing online videos and readings from reputable business sources as well as created in-class course instruction
  - Developed short essay assignments emphasizing critical thinking
  - Wrote copy and helped produce an interactive video entitled “How to Promote Your Personal Professional Brand Online” to assist students in creating their final individual course project
- *BMGT 457 – Marketing Strategies (capstone course), BUMK 757*
  - Guide and offer feedback to 10 to 20 3-4 person teams during the 10 decisions Markstrat simulation each semester
  - Instruct students in the use of *IBISworld.com* to help them better understand the defining characteristics of the various industries discussed in the cases such as key success factors, external drivers, costs of doing business, Porter’s Industry Attractiveness Matrix, emerging industry trends and competitive analysis
  - Lead discussion of 15 cases from Hartley’s *Marketing Mistakes and Successes*
  - Instruct students on competitive analysis, environmental analysis, dealing with strategic uncertainties, internal analysis, identifying strategic windows of opportunity, alternative value propositions, building and managing brand equity, energizing and leveraging the business, setting priorities, creating new businesses, synergy, red and blue ocean strategies, global strategies

- *BMGT 484 – Digital Marketing*
  - Was one of the first faculty members nationwide to teach a course solely dedicated to digital marketing to undergraduates
  - Have taught this course consecutively every year since 1998, ranging from 1-5 sections of 40 students each annually
  - Have mentored junior faculty teaching this course
  - Conceptualized the course structure being used since 2001 by the Smith marketing faculty with annual revisions to accommodate rapid changes in technology and online business models and practices
  - Instruct students on web analytics, online primary research methods, online secondary research resources, digital marketing strategy, building a site, writing for the internet, buyer personas, information architecture, wireframes, sitemaps, legalities of online, ecommerce, non-profits online, SEO, search advertising, digital media buying, online PR, affiliate marketing, video marketing, email marketing, mobile marketing, social media strategy, blogs and microblogs, Facebook, LinkedIn, Instagram, TikTok, Snapchat and Pinterest platforms
  - Guide students through development of their personal professional websites and LinkedIn profiles using buyer personas generated by the student
  - Guide 4-5 person teams through development of an online marketing integrated communication for an existing company or non-profit that includes conducting primary and secondary market research, online competitive analysis, a website (with wireframe and sitemap) focused on UX, online and offline promotional efforts and examples of suggested social media pages for client to use
  - Host 4-5 former 484 students of the course as guest speakers each semester to introduce students to the variety of career paths that this course offers them
  - Evaluate student performance through the use of the following criteria: 3 exams, personal website, attendance and participation, team project that entails a 25-page written deliverable, team presentation, team website, sample social media pages, personas and peer reviews
  - Have nurtured relationships with numerous digital marketing firms in DC, Baltimore and NYC that have resulted in hires for our students as interns and full-time employees
  
- *BMGT 458A – Design and Innovation in Marketing (Fellows course)*
  - Instruct students on design principles, design thinking, history of design, the principles, trends and best practices of design in products, packaging, web, UX, retail, workplace, wayfinding, service, infographics, presentation, and fashion
  - Guide students through the development of a semester-long project in which 5-6 member teams conceptualize a retail business for College Park
    - Students develop logo and branding, buyer personas, merchandise and service mix, interior and exterior design, location requirements, integrated communications plan and 3-year proformas for their concept
    - Students pitch their concepts to commercial developers for design and feasibility feedback
  - Host 3-4 guest speakers to speak on product design, UX design and branding
  - Evaluate student performance by using the following criteria: midterm multiple choice exam, final essay exam, team written deliverable and working documents, team presentation, team peer evaluations, attendance and participation, a reflection paper on student's shadowing experience, a trends and best practices paper, and worksheets from classroom activities
  - Organize field trips to Baltimore and DC to visit potential employers of the graduates of the program
  - Instruct students on how to build an online portfolio to use for attaining internships
  
- *BMGT 357 – Marketing Internships*
  - Actively recruit student and businesses and non-profits for involvement in course
  - Contact all employers to set expectations at the beginning of the summer internship and at the end of the summer for evaluation of the student
  - Guide students through development of a 25-page marketing audit through weekly emails, explicit outline and introducing them to relevant online resources
  - In 2014 and 2015, oversaw one section in U.S. and one section of students doing internships in Sydney, Australia
  - Evaluate student performance by using the following criteria: personal and professional goals and objectives set for the internship, the 25-page marketing audit, a 5-6 page self-evaluation and an employer evaluation of the student's performance

- *BMGT 454 – Global Marketing (taught in Sydney in 2014, in Melbourne in 2015)*
  - Course work included 3 2-hour pre-departure classes as well as an intensive 2- week classroom experience with guided company visits including one of the original UGG factories, Phillip Island tourism center, Koala Conservation Centre, Melbourne Cricket Grounds with presentation from their CFO, the American Chamber of Commerce in Melbourne and visits to relevant museums such as Melbourne Museum’s First Peoples exhibit, Immigration Museum, National Sports Museum, Sydney Opera House
  - Topics covered included global mindset, global business savvy, global trade environment, social, cultural, political, legal and regulatory environments, market research, importing, exporting, sourcing, global market entry strategies, brand and global marketing, pricing, distribution, and promotional strategies
  - Evaluation of student performance was based on midterm and final exams covering textbook, in-class lectures and company presentations, a 25-page team project and class participation and preparedness as well as class exercises

2010 - 2015

**Education Abroad Faculty, University of Maryland**

- Responsible for conceptualizing course content, sourcing and securing visits at businesses and museums with speakers, sourcing and securing housing and transportation in London, Paris and Amsterdam, as well as recruiting students through one-on-one meetings, presentations to clubs and classes as well as personally creating full-color marketing brochures, creating course content and final evaluation of students
- *BMGT 498B: The Business of British Design and Culture*
  - 17-day program in London and Paris, in 2010, 2011, 2012, 2013 with enrollments of 7, 13, 23, 23, respectively
  - Course work included 2 pre-departure classes plus presentations from designers at product and advertising firms such as Conran, Black + Blum, McCann London, Landor, an organic restaurant entrepreneur, Heal’s Department Store and relevant museum visits, such as Victoria and Albert, Design Museum, and Fashion Museum as well as class instruction
  - Evaluation of student performance was based on exam, journal, 10- page research paper, class participation and customized daily worksheets relating to day’s activities
- *BMGT 498B: The Business of Italian Design and Culture,*
  - Two-week program conducted in 2011 for 18 students
  - Course work included 2 pre-departure classes plus presentations from designers and marketers at Brioni’s Rome offices, Armani’s corporate headquarters in Milan, Disney’s European offices in Milan, Antico Setificio Fiorentino offices, Scuola del Cuoio workshop and JK Place office in Florence, as well as relevant museums and historical sites including the Alessi and Kartell museums as well as the Triennale Design Museum in Milan
  - Evaluation of student performance was based on exam, journal, 10- page research paper, class participation and customized daily worksheets relating to day’s activities
- *BMGT 498B: The Business of Dutch and French Design and Culture*
  - 9-day program conducted in 2013 and 2014 for 22 and 23 students
  - Course work included 2 pre-departure classes plus presentations by designers and marketers at TBWA/Chiat/Day’s Paris office, a French high-end crafts entrepreneurial venture, a workshop at a Parisian luxury perfumier, Heineken marketing, Droog, world’s largest floral auction at Alsameer, Randstad’s global headquarters, Amsterdam’s library plus visits to the Louvre, the Museum of Decorative Arts, Rijksmuseum, and the Stedelijk Museum
  - Evaluation of student performance was based on exam over two textbooks, journal, 10- page research paper, class participation and customized daily worksheets relating to day’s activities

2008 - present

**Strategic Design and Innovation Fellows Program, Faculty Champion, Robert H. Smith School of Business, University of Maryland**

- Developed curriculum requirements for the Fellows Program
- Created BMGT 458A, a dedicated course in Design and Innovation in Marketing
- Organize annual field trips to NYC, Philadelphia and/or Washington, D.C. that include 3 company visits to marketing and design firms, shadowing of alums by students and an alumni event
- Recruit companies for team projects in the program
- Oversee hiring of two other faculty for the program and coordination of subject matter within the program's courses
- Actively recruit and approve the 30-35 design and marketing students that are annually accepted into the program
- Proactively assist students in finding internships and entry-level positions in the fields of marketing and design
- Created a website in 2015 to facilitate recruitment, fund-raising and community building
- Organize the annual graduation dinner in December for 60-70 students, alumni and faculty involving choosing venue, collaborating with caterer, creating customized certificates of program completion for the students and recruiting guest speakers
- Maintain a database of all 300 current students and alums of the program including their contact information and employment and location

2004 - present

**Career Development for marketing undergraduates, Smith School of Business**

- Created a 35-page Marketing Career Guide for Smith undergraduates in 2010, updated in 2015 that featured 30 marketing career paths and the respective skill sets and aptitudes needed for each career path. Additional information included job descriptions, designation of individual companies employing Smith graduates, and URL's of trade associations and relevant websites
- Created a database of 100 advertising, marketing and/or digital firms in DC metro area, Baltimore and NYC that included company name, physical location, description, designation of UMD alumni as employees of the firm, links to website, internship and full-time position openings. Database was electronically distributed to all 500+ marketing undergraduates in 2015
- Actively recruit and chaperone students for the Advertising Women in New York City Conference (AWNY) every year in November
  - Actively solicited financial aid for 3 of the 6 students that attended in 2015
  - Attend workshops and company visits in addition to coaching students on networking techniques
- Curate and send email blasts biweekly throughout the calendar year to all marketing undergraduates with opportunities for internships, full-time positions, advertising and marketing conferences offering student discounts, and marketing competitions to enter. Annually, the email blasts total over a hundred opportunities sent to our students
- Write 25-35 letters of recommendation for undergraduate students and alumni annually
- Assist TerpAMA in organizing NYC company visits each October
- Actively recruit companies and non-profits to offer positions to undergraduates
- Continually work with Unilever to find opportunities for the company to offer competitions and employment opportunities for our students
- Maintain a database of 100+ Smith marketing undergraduate alumni working in DC/Baltimore, NYC and San Francisco metro area
- Awarded the Distinguished Undergraduate Faculty Partner for Smith's Office of Career Services in 2013 and 2017 for my career development efforts

1989, 1998-2000

**Taught honors seminar on "Creativity and Leadership in Business" at Iowa State University**

1979 - 2001

**Adjunct Marketing Instructor, Ivy College of Business, Iowa State University, Ames, Iowa**

- Responsible for text adoption, development and delivery of lectures, exams, and cases
- Undergraduate courses taught: Marketing on the Internet, Personal Selling, Promotional Strategies, Retailing Management, Sales Management, Services Marketing, Principles of Marketing, Marketing Strategy, Integrated Marketing Communications
- Received Top Teaching Award from the School's Business Council twice

## Service and outreach

- 2018 **Launched a college chapter of the American Advertising Federation at UMD, Smith School of Business, Faculty advisor**
- 2017 - 2019 **Teaching Enhancement Committee, Smith School of Business, UMD**
- 2015 - 2018 **Spoon University, UMD, faculty advisor**
- 2015 - 2017 **Masterpiece, Undergraduate organization for fashion, UMD, faculty advisor**
- 2012 - 2017 **Young Alumni Marketing Council, Founder, Smith School of Business**
- Created and oversee an organization of 25 young Smith marketing alums to serve as a resource for the marketing department
    - Alumni are asked to participate based on their involvement as an undergraduate and as an alum, their career path with an emphasis on balancing representatives of Fortune 500 companies with smaller firms and entrepreneurial enterprises based in NYC, DC/Baltimore area and Silicon Valley
    - Alumni serve a 3-year term and are expected to visit the campus at least once a year in addition to providing coordinator with internship and full-time position opportunities in their company
  - As coordinator of the Council, I facilitated:
    - Shadowing opportunities for undergraduates with YAM Council members
    - Guest lecturer opportunities for YAM Council members in undergraduate marketing classes
    - Meetings with Smith's Office of Career Services on how to create more hiring opportunities for our undergraduates in NYC
    - Meetings with Smith's undergraduate advisors to keep them abreast with new marketing career paths and the skill sets needed, online resources for continuing education and training of our students
- 2004 - 2014 **TerpAMA, Co-Faculty advisor of American Marketing Association's collegiate chapter at University of Maryland's College Park campus**
- Encouraged growth of annual membership from 25 to between 80-120 students annually within first year as advisor
  - Recognized as the Top Student Organization for Smith School several years
  - Received awards at annual International AMA Collegiate Conference in New Orleans every year since 2004, recognized as one of the top 25 chapters internationally for 2010, 2012 and 2013, 2014
  - Originated the annual fall overnight career exploration trip to NYC in 2004 that has morphed into the 180-student and faculty SUSA trip each year
  - Initiated with the help of the TerpAMA executive board the Smith undergraduate marketing conference in 2009 that attracts participation of 100-150 students annually and includes a major keynote speaker, breakout sessions and a networking dinner for juniors and seniors with alumni
  - Coached the Design Fellows/TerpAMA team which was one of the top 10 teams out of 80+ entries for the Hershey's Take Five case at the International AMA Collegiate Conference in 2014
  - Accompanied students to the International AMA Collegiate Conference as advisor

- 2014 - 2015      **Global Oversight Committee, invited member, Smith School's Office of Global Initiatives**
- Researched and prepared a report for the Dean on international business curriculum
  - Collaboratively revised the faculty submission and evaluation process for Smith short-term programs
  - Co-hosted an information session for interested faculty
  - Vetted student applications for semester abroad programs in London
- 2012 - 2014      **Salary Review Committee for professional faculty, Co-Chair in 2014, Smith School**
- Reviewed, rated and ranked all 36 professional faculty merit review reports
  - Streamlined the process to reduce the number and length of committee meeting times
- 2007 - 2012      **Mid-Atlantic Direct Marketing Association, Faculty Advisory Board member**
- 1999 - 2001      **Ivy College of Business, Director of Marketing and Alumni Relations for College of Business, Iowa State University, Ames, Iowa in addition to teaching half-time**
- Served as editor of semi-annual 36-page college publication, *The Prospectus*, sent to 23,000 alumni, parents of students, high schools and business leaders
  - Wrote press releases for the College
  - Oversaw the College's website
  - Coordinated the creation of a 150-page faculty media guide
  - Developed promotional materials for the College's various programs
  - Developed and coordinated 4-5 alumni receptions annually (attendance/event: 30-450) at corporate headquarters for companies such as General Mills, Hallmark, and ConAgra
  - Created and oversaw 8-10 special events such as lecture series and award presentations
- 1998 - present      **Iowa State University's Board of Governors, Member**
- 1997 - 2001      **Ivy College of Business, Conference Coordinator, Iowa State University, Ames, Iowa**
- Created an annual conference for high school girls with 150-250 attending each year
  - Responsible for promotion, registration, program, allocation of resources and recruitment of 25 volunteer speakers in all disciplines of business
  - Developed a career fair for 230 high school and community college students in 1998
- 1995 - 1999      **Ivy College of Business, Faculty Advisor, Business Week, Iowa State University, Ames, Iowa**
- Conceptualized Business Week and funding for the event
  - Responsible for guiding students in recruitment of speakers and sponsors, adopting a theme, promotion and budgeting

## Professional Business Experience

- 1990 - 2001      **Owner, Caps and Gowns, Ames, Iowa** Rented and sold graduation attire to college students and faculty.
- 1983 - 1999      **Founder and owner of four retail shops, Meggie's and Meggie's Beach Club, specializing in gifts and decorative home furnishings located in the Lake Okoboji area and Ames, Iowa**
- Developed business plans, secured financing, negotiated leases and created individual store concepts based on various target markets and locales
  - Designed appropriate merchandise mixes and promotional plans for individual stores
  - Responsible for giving direction to 20-30 full- and part-time employees
  - Recognized by the Ames Chamber of Commerce as Entrepreneur of the Year in 1990
- 1983 - 1989      **Marketing consultant, Small Business Development Center, ISU, Ames, Iowa**

- 1976 - 1995      **Co-Owner, T. Galaxy, Iowa and Colorado**
- Developed a vertically-integrated company consisting of seven active sportswear retail stores and a manufacturing facility with late husband that generated \$3-4M in annual revenue
  - Developed store designs and visual displays of merchandise
  - Designed customized merchandise mixes for each store
  - Created strategic business plans for growth of company
  - Named Entrepreneur of the Year for Story County in 1991
- 1974-1976      **Interior Designer, Minneapolis, Minnesota and Madison, Wisconsin**
- 1973              **Graphic Designer, DeWall and Associates, Phoenix, Arizona**

## Leadership

- 2012              **Omicron Delta Kappa, National Leadership Honorary, UMD chapter inductee**
- 2008-2011      **National Gallery of Art, Adult Weekend Docent Program, Pres. (2008-10), VP (2006-08)**
- 1997-1998      **Iowa State University Alumni Assoc. Board of Directors, President, 40,000+ paid members**
- 1993-1995      **Chamber of Commerce Board of Directors, Ames, Iowa**

## Education

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|------|------|--|
| M.S. | 1989 | Business, Iowa State University, Ames, IA        |
| B.A. | 1979 | Interior Design, Iowa State University, Ames, IA |
| B.S. | 1973 | Graphic Design, Iowa State University, Ames, IA  |

