TEXAS STATE VITA
08/26/2024

I. Academic/Professional Background

A. Name: Kenneth W. Murdock Title: Professor of Instruction

B. Educational Background

Degree	Year	University	Major	Thesis/Dissertation
MBA	1975	Baylor University		
BBA	1974	Baylor University	Finance & Economics	

C. University Experience

Position	University	Dates
Senior Lecturer	Texas State University-San Marcos	09/01/2006-Present
Faculty	University of Texas at Arlington	01/2001-05/2003
Professor of Instruction	Texas State University	Beginning 08/26/2024

D. Relevant Professional Experience

Position	Entity	Dates
Self-Employed Executive Recruiter	Murdock & Associates	01/2000-Present
Southwest Regional Manager	P&E, Inc.	05/1996-04/2000
Broker	Self-employed – sold packaging materials to industries	02/1992-05/1996
Part Owner and VP of Sales & Marketing	Piper Industries	02/1983-09/1992
Sales Representative	Rehrig Pacific Company	08/1980-02/1983

II. TEACHING

A. Teaching Honors and Awards:

B. Courses Taught:

Principles of Marketing, International Business, Entrepreneurship, Organizational Behavior, Leadership, Principles of Management, International Marketing, Sales and Sales Management, University Seminar 1100 for freshmen. Marketing 4399: Marketing Internship Program

C. Graduate Theses/Dissertations or Exit Committees (if supervisor, please indicate):

D. Courses Prepared and Curriculum Developed: Successfully completed training through the University ITAC department on how to teach in an online/hybrid format, and created/taught the department's first course of Principles of Marketing in a hybrid format, beginning in Fall 2016 and continuing through Fall 2017. Moved to fully online, asynchronous teaching format beginning fall semester 2021.

E. Funded External Teaching Grants and Contracts:

F. Submitted, but not Funded, External Teaching Grants and Contracts:

G. Funded Internal Teaching Grants and Contracts:

H. Submitted, but not Funded, Internal Teaching Grants and Contracts:

I. Other:

III. SCHOLARLY/CREATIVE

A. Works in Print

1. Books (if not refereed, please indicate)

a. Scholarly Monographs:

b. Textbooks:

c. Edited Books:

d. Chapters in Books:

e. Creative books: ***Your Complete Guide to Job Search and Career Change*** (Published 2010)

2. Articles

Refereed Journal Articles: “Consumer Acceptance of Mobile Marketing Communications Using the QR Code” (IDM Journal of Direct, Data and Digital Marketing Practice)

a.

b. Non-refereed Articles:

3. Abstracts:

4. Reports:

5. Book Reviews:

6. Other: Printed in Refereed Conference Proceedings

B. Works not in Print

1. Papers Presented at Professional Meetings:

2. Invited Talks, Lectures, & Presentations:
Harvard Business School, “Case Method Learning” (11/2003)

3. Consultancies:

4. Workshops:

5. Other:

C. Grants and Contracts

1. Funded External Grants and Contracts:

2. Submitted, but not Funded, External Grants and Contracts:

D. Fellowships, Awards, Honors:

IV. SERVICE

A. University:

- Assist McCoy students with resume preparation
- Speaker for McCoy College Ambassadors
- Speaker for Epsilon Nu Tau (Entrepreneurship Fraternity)
- Speaker for Hispanic Business Students Association

B. Departmental:

Spoke at McCoy College Ambassadors meeting…did a presentation on how to develop an effective resume.

Served as Core Course Coordinator for Principles of Marketing 3343.

Served as the Marketing Department chair of the University Capital Giving Campaign annually since 2009.

Represented the Marketing Department on the Committee of Core Course Coordinators in conjunction with McCoy College efforts to revise the Ethics courses requirements for the BBA degree. Met with other course representatives in conferences with Social Sciences (Ethics) faculty to determine prerequisite course for acceptance into McCoy College.

Served on the Committee for Integrated Learning in selecting a common subject for discussion in all introductory business classes.

Member: Assurance of Learning Committee (beginning Fall semester 2021
Interim Chair: Assurance of Learning Committee: Fall 2024 – Spring 2025

Serving as Core Course Coordinator within the department, co-author of the departmental final exam. Compiled data for presentation into a spreadsheet for SACS and AACSB reports.

Trained these professors on McGraw-Hill's "Connect":
Dr. Ruth Taylor
Dr. Karen Smith
Dr. Enrique Becerra
Dr. Ray Fisk
Mr. Stephen Tarleton
Mr. Chris Garcia
Mr. Kirk Walden

C. Community: Spoke to State of Texas Department of Organizational Development and Training about marketing their services. (in Austin, 09/2015)
Board member and president of Elliott Ranch Homeowners Association , 2019 – 2022.

D. Professional:

E. Organizations

1. Honorary:

2. Professional:

Please note: for all entries, list most recent items first.

AACSB Professionally Qualified Errata Sheet

Name: Mr. Kenneth Murdock ***Rank:*** *Professor of Instruction*
Highest Degree: MBA – Baylor University - 1975

Professional Experience at Time of Hire: Mr. Murdock joined the Department of Marketing in fall 2006 with a one-year contract for class coverage due to faculty retirements. His contract will extend through the fall 2007 semester due to a faculty member being granted development leave. Prior to joining the department, Mr. Murdock was the owner of Murdock and Associates, an executive recruiting firm in Austin, Texas. His executive experiences prior to hiring were as the Southwest Regional Manager for P&E, Inc (plastic, injection-molded products manufacturer, 1995-2000), the Vice President of Sales and Marketing for Piper Industries (1983-1992), and as a sales representative for Rehrig Pacific Company (1980-83). He also had some academic experience as a faculty member in the Department of Management at the University of Texas at Arlington where he taught evening undergraduate and graduate business courses.

Maintenance of Professional Qualifications: Mr. Murdock is in his tenth semester of teaching at Texas State University.

Nature of Contract: Professor of Instruction, teaching introductory marketing course – term contract.

Current Status: Spring – 100% FTE