TEXAS STATE VITA

I. Academic/Professional Background

A. Name and Title

Name: Jenny Buschhorn Title: Associate Professor of Practice

B. Educational Background

Degree	*Year*	*University*	*Major*	*Thesis/Dissertation*
MA	1988	University of Texas at Austin	Advertising	Cable Television Advertising -- Branding Versus Network Television
BSADV	1986	University of Texas at Austin	Advertising	

C. University Experience

Position	*University*
Lecturer to Professor of Practice, School of Journalism and Mass Communication	Texas State University. San Marcos, TX, United States

D. Relevant Professional Experience

Position	*Entity*
Consultant	Buschhorn Planning Group, Austin, TX
Owner	Business Planning Group/ McGarrah-Jessee, Austin, TX
Account Supervisor/New Business	GSD&M Austin, TX
Sr. Account Executive	TM, Dallas, TX
Sr. Account Executive	McCann, Dallas, TX

E. Other Professional Credentials (licensure, certification, etc.)

Faculty, Skills, and the Future of Higher Education., Coursera. (August 19, 2026).

Digital Marketing Strategies - Data, Automation, AI & Analytics, Northwestern Kellogg School of Management. (November 21, 2019 - Present). License Number: 14180814.

Completion Advanced course on Advertising Ethics, Principles, Practices, Research and Case Studies, Institute for Advertising Ethics. (October 18, 2019 - Present).

Masters of Menu Development, CIA (Culinary Institute of America). (June 25, 2006).

II. TEACHING

Teaching Honors and Awards:

Distinguished Advertising Educator Award, American Advertising Federation.
May 2026

Educator of the Year - Nominee, American Advertising Federation.
May 2025

Nominee: Big Wigs -- Educator of the Year, American Advertising Federation - Austin.
September 2022 - August 2023

Recipient: Educator of the Year, American Advertising Federation - Austin.
October 24, 2019

Nominee: Texas State University System Regents' Teacher Award, Texas State University System Regents.
August 30, 2017 - April 15, 2018

Nominee: Big Wigs -- Educator of the Year, American Advertising Federation - Austin.
October 18, 2017

President's Award for Excellence in Teaching, Texas State University.
January 15, 2017 - August 25, 2017

Recipient: Favorite Professor, Alpha Chi.

Courses Taught:

Texas State University:

MC 3367 – INTRO TO ADVERTISING

MC 3379 - AD & PR MANAGEMENT

MC 3379 - CLIENT MANAGEMENT

MC4303 – INTERNATIONAL ADVERTISING

MC 4306 - ADVERT COMPETITION

MC 4307 - ADVERTISING CAMPAIGNS

MC 4310 - INTERNATIONAL COMM

MC 4311 - INDEPENDENT STUDY

MC 4317 - ACCOUNT PLANNING

MC 4339 - ADVANCED STRATEGIC PLANNING

MC 4342 - CAREER PROFESSIONALISM

MC 5326 - COMM CAMPAIGNS

MC 5338 - ETHICS & CRISIS IN STRAT COM

MC4311 - STUDY IN AMERICA – LOS ANGELES

MC4310 – STUDY ABROAD – PARIS OLYMPICS

Colorado College:

Advertising Immersion

Teaching Grants and Contracts

Funded External Teaching Grants and Contracts:

Hewlett Packard Training as Advertising, Hewlett Packard, Private / Foundation / Corporate. Sponsored Research.

Hewlett Packard:The New Normal - Covid 19 Technology, Hewlett Packard, Private / Foundation / Corporate. Sponsored Research.

Presentation/Campaign, Movability Austin. Austin, TX. 28. (January 2025 - May 2025).

III. SCHOLARLY/CREATIVE

Works in Print (including works accepted, forthcoming, in press):

Craig, C. M., Bergstrom, A., & Buschhorn, J. L. (2021). All Guest Speakers Are Not Created Equal:. *Journal of Advertising Education*, *24*(2), 150–167.

National Advertising Student Competition Policies and Procedures:

Buschhorn, J. L., & Owen, V. (2017). *National Advertising Student Competition Policies and Procedures*. Washington DC, USA: American Advertising Federation.

Buschhorn, J. L. (2024). *AAF National Student Advertising Competition Policies and Procedures*. Washington, DC, United States: American Advertising Federation.

Buschhorn, J. L. (2023). *National Student Advertising Competition Policies and Procedures*. Washington DC, United States.

Buschhorn, J. L. (2022). *AAF National Student Advertising Competition Policies and Procedures*. Washington, DC, United States: American Advertising Federation.

Buschhorn, J. L. (Published). *National Student Advertising Competition Policies and Procedures*. Washington, DC, United States: American Advertising Federation.

Works Not in Print:

Papers Presented at Professional Meetings:

Craig, C. M., Bergstrom, A. M., Buschhorn, J. L., NCA Annual Convention, "SPARK: Developing Professionalism through Experiential Learning," National Communication Association, National Harbor, MD, United States. (November 2023).

Craig, C. M., Bergstrom, A., Buschhorn, J. L., NCA, "All Guest Speakers Are Not Created Equal," Indianapolis, IN. (November 1, 2020).

Invited Talks, Lectures, and Presentations:

Buschhorn, J. L. (Presenter), AAF Admerica, "NSAC, National Student Advertising Competition," AAF, Admerica, The Grand Hotel, Salt Lake City, United States. (June 2024).

Buschhorn, J. L., ACEJMC Council Meeting, "ACEJMC Brand Strategy and Identity," ACEJMC. (April 2024).

Buschhorn, J. L., ACEJMC Council Meeting, "ACEJMC Brand Research Reporting and Strategy Guidelines," ACEJMC. (August 2023).

Buschhorn, J. L. (Presenter), AAF Admerica, "NSAC, National Student Advertising Competition," AAF, St Louis Arch Hotel, Saint Louis, United States. (June 2023).

Buschhorn, J. L., Admerica, "NSAC, National Student Advertising Competition," American Advertising Federation, Grand Hotel, Nashville, TN, United States. (June 2022).

Seed, D. F., Oskam, J. B., Kaufhold, W. T., Higgins Joyce, V. D., James, J. L., Buschhorn, J. L., Taylor, G., Meeting, "Texas State University MIPPA Project," Texas Department of Aging and Disability Services, Texas Department of Aging and Disability Services Headquarters, Austin, TX, United States. (December 17, 2015).

Consultancies:

Academic, Chapman University, Orange. (September 18, 2023 - October 27, 2023).

Other Works not in Print:

c. Other Works Not in Print:

Case Chairs:

Buschhorn, J. L., "NARB Verizon V Charter," National Advertising Division (BBB), Nation Advertising Review Board, Virtual, Austin, NY, United States. (November 12, 2020).

Buschhorn, J. L., National Advertising Review Board (NARB) Advertising Case, "Choice Home Warranty V. Front Door," National Advertising Review Board (NARB), Virtual Jury Room via Zoom, New York, NY, United States. (June 6, 2020).

Buschhorn, J. L., Texas HHS DADs Annual Conference, "Texas Health and Human Services Medicare Campaign," Texas Health and Human Services, JJ Pickle Conference Center, Austin, TX, United States. (May 25, 2016).

Papers presented at AAF meeting, AAF & Ad Learning Exchange Curriculum:

Buschhorn, J. L. (Presenter), Brumley, B. (Presenter), AAF NEEC Faculty Conference/AAF ALEx national Program, "The Road to Advertising Professionalism," American Advertising Federation, Online, Washington, DC. (November 20, 2020).

Podcasts:

Buschhorn, J. L., Breaking and Entering Advertising Podcast By Geno Schellenberger, "Breaking and Entering Advertising Podcast By Geno Schellenberger." (January 2023).

Scholarly / Creative Grants and Contracts:

1. Funded External Grants and Contracts:

Buschhorn, Jennifer L (Principal), Percent Contribution: 100%. HP vs Apple -- A family of products, Hewlett Packard, Private / Foundation / Corporate, Sponsored Research.

Carvallo, Andres Eloy (Principal), Davio, Rebecca Lynn (Co-Principal), Oskam, Judith B (Co-Principal), Valles Molina, Damian (Supporting), Higgins Joyce, Vanessa D (Supporting), Blasingame, Dale C (Supporting), Buschhorn, Jennifer L (Supporting), Scharlach, Jennifer M (Supporting), Suarez, Albert (Supporting), Jorgensen, Elissa Claire (Supporting). Advanced Air Mobility (AAM), Texas Department of Transportation, State, $400,000.00. (Submitted: December 8, 2023, Funded: January 1, 2024 - March 31, 2025). Grant.

Buschhorn, Jennifer L. HP Sustainability, Hewlett Packard, Private / Foundation / Corporate, (Submitted: January 15, 2020, Funded: January 30, 2020 - May 8, 2020). Sponsored Research.

Kaufhold, William Kelly (Principal), Percent Contribution: 60%, Oskam, Judith B (Co-Principal), Percent Contribution: 40%, Buschhorn, Jennifer L (Supporting). Communication Strategy Implementation - MIPPA, Texas Department of Health and Human Services, State, $636,149.00. (Submitted: March 2017, Funded: July 2017 - December 2017). Contract.

Oskam, Judith B (Principal), Kaufhold, William (Co-Principal), Fox, Kym (Supporting), Buschhorn, Jennifer (Supporting), Taylor, Elizabeth (Supporting), Higgins, Vanessa (Supporting), Seed, Daniel (Supporting), James, Jessica (Supporting), Boden-McGill, Carrie (Supporting). Texas State University MIPPA Project, State of Texas Department of Aging and Disability Services, State, $448,800.00. (Funded: July 1, 2015 - December 1, 2015). Contract.

Service Honors and Awards:

College Achievement Award for Service, College of Fine Arts and Communication. 2024 - 2025

Leadership Award, American Advertising Federation.
June 2024

College Fine Arts and Mass Comm Distinction for Excellence in Service, Texas State University.
August 2022 - July 2023

College Achievement Award for Excellence in Service, College of Fine Arts and Communication.
August 2021 - July 2022

Gold Mentor Award, Girl Scouts of Central Texas.
April 2020

Texas Star Award, Girl Scouts of Central Texas.
April 2020
April 2014
April 2012