



Michael ANDERSON

PROFESSOR OF ADVERTISING ETHICS

Esteemed Advertising Educator and practitioner with over 12 years of experience in both academia and the advertising industry. Distinguished for a comprehensive understanding of advertising ethics and social responsibility, with a focus on sustainable marketing practices. Proven track record of developing and implementing innovative curricula that reflect the latest industry standards and technological advancements.

CONTACT

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- 📍 San Francisco, CA

SKILLS

- Advertising Ethics
- Sustainable Marketing
- Curriculum Development
- Student Engagement
- Research
- Service Learning

LANGUAGES

- English
- Spanish
- French

EDUCATION

**PH.D. IN MARKETING ETHICS,
UNIVERSITY OF ETHICAL PRACTICES;
M.S. IN ADVERTISING, BUSINESS
UNIVERSITY**

ACHIEVEMENTS

- Published influential research on advertising ethics in top marketing journals.
- Awarded the Faculty Excellence Award in 2021 for contributions to ethical marketing education.
- Led a successful initiative to integrate ethical practices into the advertising curriculum.

WORK EXPERIENCE

PROFESSOR OF ADVERTISING ETHICS

Ethical Marketing University

2020 - 2025

- Developed courses focused on advertising ethics and sustainable marketing.
- Engaged students in discussions on corporate social responsibility.
- Implemented case studies to analyze ethical dilemmas in advertising.
- Conducted workshops on ethical decision-making in marketing.
- Collaborated with non-profits for service-learning projects.
- Mentored students in developing ethically sound advertising campaigns.

MARKETING INSTRUCTOR

State College of Business

2015 - 2020

- Taught foundational courses in marketing and advertising principles.
- Utilized experiential learning techniques to enhance student understanding.
- Facilitated partnerships with local businesses for student projects.
- Conducted research on the impact of advertising on consumer behavior.
- Provided career counseling to students pursuing marketing careers.
- Participated in faculty committees to improve curriculum offerings.