



# MICHAEL ANDERSON

Associate Professor of Integrated Marketing

Seasoned Advertising Educator with over 11 years of experience specializing in integrated marketing and consumer insights. Highly regarded for the ability to develop comprehensive curricula that align with industry standards and prepare students for successful careers. Proven track record in fostering student engagement through innovative teaching methods and real-world applications. Committed to ongoing professional development and research that contributes to the advancement of advertising education.

## CONTACT

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- michael.anderson@email.com
- San Francisco, CA

## EDUCATION

### Ph.D. in Marketing

University of Commerce; M.B.A. in Advertising  
Business School

## SKILLS

- Integrated Marketing
- Consumer Insights
- Curriculum Development
- Student Engagement
- Research
- Project Management

## LANGUAGES

- English
- Spanish
- French

## WORK EXPERIENCE

### Associate Professor of Integrated Marketing

2020-2023

University of Advertising and Design

- Developed and taught courses in integrated marketing and consumer behavior.
- Utilized case studies to illustrate the impact of marketing strategies.
- Engaged students in collaborative projects with industry partners.
- Conducted research on consumer insights that inform course development.
- Mentored students in capstone projects and career preparation.
- Participated in accreditation processes to enhance program quality.

### Marketing Lecturer

2019-2020

State University of Commerce

- Taught foundational courses in advertising and marketing principles.
- Implemented experiential learning techniques to enhance student understanding.
- Facilitated partnerships with local businesses for student projects.
- Conducted workshops on effective advertising strategies.
- Provided academic advising and mentorship to students.
- Engaged in curriculum review to maintain academic rigor.

## ACHIEVEMENTS

- Published research on integrated marketing strategies in top-tier journals.
- Awarded the Excellence in Teaching Award in 2019 for outstanding student evaluations.
- Led initiatives to enhance diversity in marketing education.