

MILLER COLLEGE OF BUSINESS
VITA – AACSB
January 1, 2017 – December 31, 2021

PROFESSIONAL BACKGROUND

Name: Austin B. Hostetter

Rank: Assistant Lecturer

Involvement:

Qualification:

Brief Description for Basis of Qualification:

Office Address:

Area of Academic Discipline Specialization:

Degrees

M.A. Degree:

Name of Degree: M.A.

Year Conferred: 2021

Degree-Granting Institution: Ball State University

Principal Academic Units:

Major Fields of Study: Emerging Media Design and Development

Minor Field of Study:

Dissertation Title:

B.S. Degree:

Name of Degree: B.S.

Year Conferred: 2013

Degree-Granting Institution: Ball State University

Principal Academic Units:

Major Fields of Study: Marketing

Minor Field of Study: Digital Media

Dissertation Title:

Professional Certifications

1. (December 1, 2021).

SCHOLARLY ACTIVITIES

Professional Presentations

1. Hostetter, A. B., "Optimize your social media presence," Pi Sigma Epsilon. (November 16, 2021).

2. Hostetter, A. B., "Optimize your social media presence," American Marketing Association. (October 4, 2021).

Business and Other Professional Experience

1. Professional, American Marketing Association, Academic Program Advisor/Coordinator. (January 2021 - Present).

Professional Development and Participation

1. Training, Teaching, Training by Ball State to incorporate immersive learning into class curriculum. (October 2021 - October 2021)

SERVICE ACTIVITIES

University, College, Departmental Committees

1. Department/program, AOL Sub-Committee Membership, Committee Member. (September 2021 - May 2022).
2. Department/program, Contract Promotion Committee, Committee Member. (September 2021 - May 2022).
3. Department/program, Contract Salary Committee, Committee Member. (September 2021 - May 2022).
4. Department/program, MCOB Honors Committee, Committee Member. (September 2021 - May 2022).
5. Department/program, MCOB Scholarship and Awards Committee, Committee Member. (September 2021 - May 2022).
6. Department/program, MKG Undergraduate Curriculum Committee, Committee Member. (September 2021 - May 2022).

Consulting

1. For Profit Organization, dgs Marketing Engineers, Indianapolis. (September 1, 2021 - Present).
2. For Profit Organization, Heartland Dental, National. (August 20, 2021 - Present).

Work History

1. Digital Marketing Senior Strategist, Heartland Dental. (September 2020 - August

2021).

2. Digital Services Manager, dgs Marketing Engineers. (March 2014 - September 2020).

Summary of Intellectual Contributions – AACSB Report

<u>Contribution Type</u>	<u>BDS</u>	<u>AIS</u>	<u>TLS</u>	<u>Total</u>
<i>Refereed Journal Articles (PRJ)</i>	0	0	0	0
<i>Books/Monographs (Mono)</i>	0	0	0	0
<i>Conference Proceedings in Scholarly Meetings (Proc)</i>	0	0	0	0
<i>Presentations at Conferences</i>	0	0	0	0
<i>Professional Presentations (Pres)</i>	0	0	0	0
<i>Grants</i>	0	0	0	0
<i>Textbooks</i>	0	0	0	0
<i>Conferences and Meetings attended</i>	0	0	0	0
<i>Professional Development and Participation</i>	0	0	0	0
<i>Consulting</i>	0	0	0	0