

**Eric Stewart Harvey, M.B.A., Director Center for Advancement of Digital Marketing and Analytics, Assistant Lecturer of Marketing**  
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### **Education**

Ph.D.; *Kennesaw State University, GA* (2022 expected) Marketing  
M.B.A.; *Kennesaw State University, GA* (2002) International Business and Economics  
B.A.; *Thomas More College, KY* (1993) Computer Information

### **Research Interest**

21<sup>st</sup> Century University: explore what universities should focus on to attract the new millennials and digital natives.

Integrated marketing communications: understanding the strategic process for creating an integrated marketing communication plan.

Digital Marketing: understanding the transformation of traditional to digital marketing. What is the decision gap analysis between the two?

Social Media Marketing: developing a real-world curriculum base for students to transition into the workforce.

Artificial Intelligence: exploring how AI is being used today in marketing functions.

### **Conference Papers & Workshops**

Harvey, Eric Stewart, "How is Brand Orientation Influenced by Social Media Content?," Association of Marketing Theory and Practice, Association of Marketing Theory and Practice. (March 18, 2020).

Harvey, Eric Stewart, Teaching Workshop in Social Media Marketing Workshop, "Social Media Marketing," Society for Marketing Advances, Society for Marketing Advances, Atlanta. (November 7, 2019).

VanMeter, Rebecca A, Harvey, Eric Stewart, Clark, Melissa, Syrdal, Holly, "Applying Millennials' Digital Skills to the Local Business Community," Society for Marketing Advances, Society for Marketing Advances, Atlanta. (November 4, 2016).

VanMeter, Rebecca A, Harvey, Eric Stewart, Clark, Melissa, Syrdal, Holly, "Utilizing the Millennial Generation's Skills as Digital Natives for Social Media Marketing Education in the Business Community," American Marketing Association, American Marketing Association, Atlanta. (August 5, 2016).

## **Book**

Harvey, Eric Stewart (2018), 1<sup>st</sup> Edition Social Media Marketing:  
Cognella Academic Publishing, Chicago, IL

Harvey, Eric Stewart (2019), 2<sup>nd</sup> Edition *Developing an Integrated Marketing Plan*: Cognella Academic Publishing, Chicago, IL

## **Reviewer**

Textbook and e-learning: *M: Advertising (2e)*,  
Arens, Weigold and Shaefer, 2015, 2018

Textbook and e-learning: *Marketing – Contemporary Advertising (14<sup>th</sup> ed.)*,  
Arens, Weigold, McGraw-Hill, 2015, 2017

Textbook and e-learning: *Marketing – Essentials of Marketing (14<sup>th</sup> ed.)*,  
Perrault, Cannon, McCarthy, McGraw-Hill, 2015

Textbook: *Marketing – Real People Real Choices (9<sup>th</sup> ed.)*, Solomon, Pearson,  
2015.

## **Teaching Experience**

Courses Teaching: Ball State University

- MKG300 Principles of Marketing (DL)
- MKG310 Consumer Behavior (DL)
- MKG320 Advertising Management
- MKG350 Marketing Research
- MKG375 Social Media Marketing
- MKG400 Product Management
- MKG420 Integrated Marketing Communications (DL)
- MKG450 Marketing Analytics
- MKG476 Advanced Social Media and Analytics
- MKG498 “The Marketing Factory”
- (DL) Distant Learning

Courses Taught: Ivy Tech Community College

- BUSN202 Human Resource Management
- MKTG101 Introduction to Marketing
- BUSN105 Introduction to Management
- BUSN120 Business Law
- BUSN101 Introduction to Business

Courses Taught: ITT Technical Institute

- BU131 Business Information System

BU443	Integrated Marketing Communications
TB332	Professional Portfolio Development
BU344	Marketing on the Internet
BU343	Marketing Research

Courses Taught: Brown Mackie College

BA2220	Marketing, Advertisement and Promotions
BA1300	Small Business Management
MK4000	Retail Marketing and Management
MK4200	Marketing, Sales and Channel Management
CM1800	Business Ethics
MG2000	Principles of Management
BA1140	Business Law
BA1240	Business Law II
MC1150	Introduction to Microcomputers

### **Practitioner Experience**

2016 – Present Ball State University Director - Center for Advancement of Digital Marketing and Analytics, Muncie, IN  
 2014 - 2017, Marketing Textbook/Technology Maintenance & Enhancement Consulting  
 2010 – Present, Marketing Consulting, Fort Wayne, IN  
 2008 – 2010, Verizon, Market Director, Fort Wayne, IN  
 2006 – 2008, Verizon, Sr. Marketing Director, Fort Wayne, IN  
 2004 – 2006, Verizon, General Manager, Oak Brook, IL  
 2002 – 2004, Verizon, Director Product Management, Oak Brook, IL  
 2000 – 2002, Verizon, Director International Business Development, Atlanta, GA  
 1997 –2000, GTE, Sr. Group Marketing Manager, Dallas, TX  
 1996 –1997, GTE, Supplier Relationship Manager, Dallas, TX  
 1995 –1996, GTE, Business Process Manager, Dallas, TX  
 1993 –1995, GTE, Management Associate Program, Dallas, TX

### **Service Activities**

Center for International development BSU – Kabul University  
 Partnership: New Delhi (2016)

Grant Writing: Academic Excellence Grant participation and awarded Center for Advancement of Digital Marketing and Analytics (2015 – 2019)

Social Media Competition: Chair (2015 – Present)

American Marketing Association: Advisor (2015- Present)

Immersive Learning: Advisor (2015) Indiana Academy

Immersive Learning: Marketing Consulting (2013 – Present) Fine Focus

Student Advising:

Ball State University Delta Sigma Pi Honorary Member advisor (2017- Present)

Ball State University Moov Media (2016 – Present)

Ball State University American Marketing Association Advisor (2014 – Present)

Ball State University Honors Mentoring and Advising (2014 – Present )

Program Coordinator (2012 – 2013) Associate Accelerated Development Program, Ivy Tech Community College, Fort Wayne, IN

University, College, Departmental Committees:

Chair, Curriculum (2013 – Present)

Member, MCOB Honors (2016 - Present)

Professional and Academic Organization Activities (2004 - 2008)

Member, American Marketing Association (2008 - Present)

Member, Marketing Science Institute (2013)

Member, Fortune Magazine Business Leader Council (2002 – Present)

Member,

International Institute of Marketing Professionals (IIMP®)

Professional Development and Participation (2004 - 2015):

University of South Carolina (2015)

Attended: International Marketing and Negotiations

Ball State University (2014)

Attended: MKG300 Online development course

Attended: Managing My Media with My Mediasite

Attended: My Mediasite Training

Attended: Foundations of Blackboard

Attended: Introduction to Qualtrics

Ivy Tech Adjunct Faculty Conference (2010 – 2013)

Attended: Creating a Vision of Excellence in Your Classroom

Attended: Enhancing Student Outcomes with Video Screen

Capture Technology.

Attended: Apps & Websites to Reach All Students  
Online Instruction – Ivy Tech  
Hybrid Instruction – EDMC

Other (such as community-related activities, including consulting and advisory board activity if service-related)

United Negro College Fund – Advisory Board

Upward Basketball - Volunteer

March of Dimes – Advisory Board

Matthew 25 – Volunteer

Innovation Center – Consultant

**Awards**

2018 Sigma Phi Epsilon Outstanding Faculty Award

2017 Innovation Award

2016 Miller College of Business Faculty of the year