

# Christina L. McDowell, Ph.D.

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## EDUCATION

Duquesne University, McAnulty College of Liberal Arts: Pittsburgh, PA  
Doctorate of Philosophy, Rhetoric, 2012  
Concentrations: Communication Ethics, and Interpersonal and Organizational Communication  
Dissertation: *St. Catherine of Siena: Engaged Communication Scholarship as Vocation*

Duquesne University, McAnulty College of Liberal Arts: Pittsburgh, PA  
Masters of Arts, Communication, 2005  
Concentration: Corporate Communication

Duquesne University, McAnulty College of Liberal Arts: Pittsburgh, PA  
Bachelor of Arts, Communication, 2004  
Minor: Business Certificate  
Concentration: Integrated Marketing Communication (Advertising and Public Relations)

## ACADEMIC APPOINTMENTS

### Cornell SC Johnson College of Business

**The Peter and Stephanie Nolan School of Hotel Administration:** Ithaca, NY 2020 – present  
Senior Lecturer, Marketing and Management Communication

#### Course Instructor

HADM 1650	Business Writing for Hospitality Professionals
HADM 3650	Persuasive Business Communication for Hospitality Leaders
HADM 3640	Corporate Communication
AEM 4000	Student Project Course (Community Engaged Projects)
AEM 2700	Management Communication
NMBA 5680	Management Presentations

**University of Alaska Anchorage College of Business and Public Policy:** Anchorage, AK 2013 – 2020  
Associate Professor of Business Communications and Marketing (Tenured) (2017 – 2020)  
Assistant Professor of Business Communications and Marketing (2013 – 2017)

#### Course Instructor

BA A280	Managerial Communications
BA A305	Managerial Presentations
BA A343	Principles of Marketing
BA A381	Consumer Behavior and Relationship Management (Community Engaged Experiential Learning)
BA A463/682	Branding and Content Marketing Strategies (Community Engaged Experiential Learning)
BA A483	Marketing Campaign Practicum and Portfolio

**Duquesne University, Department of Communication & Rhetorical Studies:** Pittsburgh, PA 2010 – 2013  
Visiting Assistant Professor of Communication (2012 – 2013)  
Adjunct Instructor (2011 – 2012)  
Visiting Instructor (2010 – 2011)

Course Instructor

COMM 103L	Exploring Interpersonal Communication (Freshmen Learning Community)
COMM 103	Exploring Interpersonal Communication (In-person and online)
COMM 101	Debate
COMM 205	Argument in the Public Sphere
COMM 208	Advanced Public Speaking
COMM 330	Integrated Marketing Communication Functions I: Public Relations (Community Engaged Experiential Learning)
COMM 4/530	Integrated Marketing Communication Strategies I: Public Relations (Community Engaged Experiential Learning)
COMM 4/536	Integrated Marketing Communication: Coordinating Ad. & P.R.
COMM 4/533	Integrated Marketing Communication Strategies II: Advertising
COMM 498/601	Communication Internship/Practicum

**University of Pittsburgh, College of Business Administration:** Pittsburgh, PA Spring 2012  
Adjunct Instructor

Course Instructor

BUSORG 1101	Fundamentals of Business Communication (2 Sections)
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**Duquesne University Italian Campus, International Programs:** Rome, Italy Fall 2009  
Adjunct Instructor

Course Instructor

COMM 102	Communication Public Speaking
COMM 114	Exploring Intercultural Communication (Community Engaged Experiential Learning)

**St. Vincent College Department of Communication:** Latrobe, PA Spring 2009  
Adjunct Interpersonal/Organizational Communication Instructor

Course Instructor

CA 140	Interpersonal/Organizational Communication
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**Duquesne University, Department of Communication & Rhetorical Studies:** Pittsburgh, PA 2006 – 2009  
Graduate Assistant

Courses taught from 2006 – 2009

COMM 202	Business & Professional Communication
COMM 102	Communication Public Speaking (In-person and Online)
COMM 103	Exploring Interpersonal Communication

Assisted in course development and teaching assistant for the following:

COMM 102	Communication Public Speaking
COMM 103	Exploring Interpersonal Communication
COMM 114	Exploring Intercultural Communication
COMM 206	Communication in the Marketplace
COMM 201	Human Communication and a Technological Society
COMM 202	Business & Professional Communication
COMM 463	Strategic Corporate Communication
COMM 494W	Communication Ethics
COMM 4/527	Communication Management
COMM 4/518	Conflict and Communication
COMM 500	Professional Communication
COMM 586	Organizational Consulting
COMM 604	Rhetoric & Philosophy of Communication Ethics (Ph.D. Seminar)
COMM 602	Communication Pedagogy
COMM 632	Hermeneutic Phenomenology
COMM 636	Rhetoric & Philosophy of IMC (Ph.D. Seminar)
COMM 622	Communication Scholarship (Preparing Future Faculty)

### TEACHING HONORS AND AWARDS

- Nolan School of Hotel Administration, Cornell SC Johnson College of Business Faculty Teaching Award – Junior/Senior Core, Fall 2023 (AY 2023-2024)
- Cornell University Faculty Fellow in Engage Learning Faculty Co-lead, 2021 – 2022
- Cornell University Faculty Fellow in Engaged Learning, 2020 – 2021
- Nolan School of Hotel Administration, Cornell SC Johnson College of Business Faculty Teaching Award – Junior/Senior Core, Fall 2020 (AY 2020-2021)
- University of Alaska Anchorage Chancellor’s Award for Teaching Excellence, 2016
- Duquesne University’s Center for Teaching Excellence Graduate Student Teaching Award, 2009

### ADMINISTRATIVE EXPERIENCE

#### **Cornell SC Johnson College of Business**

**Nolan School of Hotel Administration:** Ithaca, NY

July 2024 – present

Interim Executive and Academic Director, Pillsbury Institute for Hospitality Entrepreneurship (PIHE)

- **Scope and responsibility:**
  - Support the strategic planning within the PIHE and align goals and objectives with the College’s strategic priorities
  - Facilitate and organize entrepreneurial programming for students, including pitch deck competition, business plan competition, and entrepreneurs in residence
  - Collaborate with faculty to develop and execute industry roundtables
  - Build and maintain relationships between academic and industry stakeholders and audiences
  - Mentor and guide students
  - Produce and disseminate communication to students, faculty, alumni, and board members

**Cornell SC Johnson College of Business**  
**Faculty Accreditation Director:** Ithaca, NY

July 2024 – present

- **Scope and responsibility:**
  - Participate in the strategic planning process for the College
  - Serve as an ex-officio advisor to all committees or responsibility individuals focused on accreditation standards
  - Document college processes related to accreditation standards
  - Review and summarize annual assessment reports and document the College's progress toward and status in the accreditation process
  - Collaborate with the Associate Dean of Staff and Academic Administration and the Staff Accreditation Coordinator throughout the year and during the accreditation process
  - Participate, inform, support, and collaborate with the College's AACSB Executive Committee

**Cornell SC Johnson College of Business**  
**2024 AACSB Executive Team Member:** Ithaca, NY

2023 – May 2024

- **Scope and responsibility:**
  - Led 2024 AACSB Continuous Improvement Review process, including guiding strategic direction, identifying gaps in information, assisting with Assurance of Learning (AoL) across three schools, reviewing drafts and final report, and preparing for Peer Review Team site visit
  - Guided program directors and faculty on the development of AoL plans, including updating competencies/learning goals, curriculum mapping, and assessment 5-year cycle for closing the loop on competencies/learning goals
  - Supervised collection and review of AoL materials for 21 programs, across three schools

**University of Alaska Anchorage, College of Business and Public Policy:** Anchorage, AK  
Associate Dean (2018 – 2020)

2013 – 2020

- **Scope and responsibility:**
  - Supervised academic program management for undergraduate and graduate curriculum, including course schedule, availability, projections, capacity, academic policy and procedures, and supervising and evaluating a team responsible for academic and professional advising, communication, and college website
  - Managed college business school accreditation (AACSB) requirements and processes, including supervising college program evaluation and student learning outcomes assessment
  - Provided administrative leadership for undergraduate and graduate curriculum, academic policy and procedures, and regulations
  - Led faculty and academic advisors in the development and improvement of academic programs with a focus on community needs and opportunities for recruitment and retention
  - Produced and disseminated communication to internal and external stakeholders

**University of Alaska Anchorage, College of Business and Public Policy:** Anchorage, AK  
Interim Associate Dean of Assessment and Accreditation (2017 – 2018)

2013 – 2020

- **Scope and responsibility:**
  - Maintained AACSB Accreditation in the College of Business and Public Policy
  - Provided ongoing support for assessment activities to faculty and staff
  - Assisted with the analysis of assessment methods and results and reported results annually to “close the loop”

- Worked with college curriculum committees to continue to monitor assessment plans (Undergraduate, Associate, and Graduate Programs) and student learning outcomes (SLOs)

## ACADEMIC OUTREACH

### Cornell SC Johnson College of Business

**The Charles H. Dyson School of Applied Economics and Management:** Ithaca, NY. 2022 – 2023  
Student Multidisciplinary Applied Research Team (SMART) Project, Faculty/Project Co-leader

- **Scope and responsibility:**
  - Facilitated design and implementation of an international interdisciplinary applied research project in Kenya, Africa
  - Guided students in the development and implementation of their field safety plans and research protocols
  - Supported the development of various curricula activities that promote multidisciplinary team development (e.g., team cohesion, learning, data collection, analysis, and reporting.)
  - Served as a program liaison between community stakeholders and the university community

### The Charles H. Dyson School of Applied Economics and Management: Ithaca, NY

Student Multidisciplinary Applied Research Team (SMART) Project, Faculty Advisor 2023 – present

- **Scope and responsibility:**
  - Serve as a communication consultant for projects
  - Deliver workshop on team presentation preparation and developing slide decks

## SELECTED ACADEMIC SERVICE

### Cornell University SC Johnson College of Business

#### *SC Johnson College of Business*

- SC Johnson College of Business Engaged College Advisory Council 2022 – present
- SC Johnson College of Business Faculty Mentor 2022 – 2023
- SC Johnson College of Business Marketing Case Competition Feedback Provider 2022, 2023

#### *Nolan School of Hotel Administration*

- Nolan School Admissions Committee Member 2021 – present
- Nolan School Academic Integrity Committee Member 2021 – present
- Nolan School Assurance of Learning Student Learning Committee 2021 – present
- Nolan School Undergraduate Student Faculty Advisor 2021 – present
- Nolan School Restaurant Development Course Concept Faculty Judge December 2024
- Nolan School Faculty Re-appointment Chair (1 Committee) and Member (2 Committees) Spring 2024
- Nolan School Commanderie de Bordeaux Education Award Committee Member Spring 2023
- Nolan New Student Orientation, Communicating with Faculty Session 2021; 2022; 2024

### University of Alaska Anchorage

- College of Business and Public Policy Assurance of Learning Chair and Committee Member
- College of Business and Public Policy Structure & Curriculum/Programs Review Committee
- College of Business and Public Policy AACSB Continuous Improvement Review (CIR) Committee
- College of Business and Public Policy Strategic Planning Committee
- College of Business and Public Policy Standards Committee

- College of Business and Public Policy Graduate Programs Strategies Committee
- College of Business and Public Policy International Programs and Initiatives Committee
- College of Business and Public Policy Dean's Search Committee
- College of Business and Public Policy Marketing Program Coordinator
- College of Business and Public Policy Marketing Community Strategy Coordinator
- College of Business and Public Policy Faculty Academic Advisor, Marketing Majors
- College of Business and Public Policy Community Engaged and Service Learning College Liaison
- University of Alaska Anchorage Marketing and Recruitment Council Member
- University of Alaska Anchorage Management and Marketing Club Faculty Advisor
- University of Alaska Anchorage Faculty Senate Academic Assessment Committee Member
- University of Alaska Anchorage Center for Community Engaged Learning Advisory Council
- University of Alaska Anchorage Center for Community Engaged Learning Council Chair/Member

### Professional Memberships and Service

**Association for Business Communication**, international professional association  
 Board of Directors, Director-at-Large, January 2023 – current  
*Business and Professional Communication Quarterly*, Reviewer, 2023 – current  
 Association member, 2020 – current

**National Communication Association, Association for Communication Administration (ACA)**, national professional association  
 ACA President, 2020 – 2021  
 Board of Directors, Director-at-Large, October 2023 – current  
 Member 2016 – current

**National Communication Association**, national professional association  
 Member, 2006 – current  
 Communication Ethics Interest Group Reviewer  
 Association for Communication Administration Reviewer

**Eastern Communication Association**, regional professional association  
 2024 Short Courses Director, 2023 – present  
 Member, 2006 – current

**Journal of Communication and Religion**  
 Reviewer, 2012 – current

**Journal of Dialogic Ethics**  
 Reviewer, 2023 – current

**Journal of Service Learning and Community-Based Research Faculty Mentor**  
 Editorial Board Member, 2019 – current

**American Marketing Association (AMA) Alaska Chapter**  
 Board of Directors, VP of Collegiate Relations, 2015 – 2017

## JOURNAL EDITORSHIP

### Journal of Association for Communication Administration (JACA)

Editor, November 2022 – January 2024

Editorial Board, 2024 – current

### Undergraduate Journal of Service Learning and Community-Based Research

Guest Editor (Special Issue), 2020

Journal Editor, 2017 – 2019

## SERVICE HONORS

Anchorage (Alaska) ATHENA Society Inductee, 2018

## INTELLECTUAL CONTRIBUTIONS

(Note: As of 2009, some publications are under my married and maiden name, “McDowell Marinchak”)

### Co-Author Book

McDowell Marinchak, C. & Deluliis, S. (2023). *Corporate Communication and Integrated Marketing: Audience Beyond Stakeholders in a Technological Age*. Lanham, MD: Lexington Books.

### Edited Books

Burk, J. & McDowell Marinchak, C. (forthcoming – January 2025). *The Civically Engaged Woman: Rhetoric and Activism of the Silenced Voice*. Lanham, MD: Lexington Books.

Persuit, J. M. & McDowell Marinchak, C. (2016). *Integrated Marketing Communication: Creating Spaces for Engagement*. Lanham, MD: Lexington Books.

### Book Chapters

McDowell Marinchak, C. (forthcoming – January 2025). Beyond Confectionaries: Catherine “Kitty” Hershey and a Hospitality of Care. In Burk, J. & McDowell Marinchak, C. (Eds.). *The Civically Engaged Woman: Rhetoric and Activism of the Silenced Voice*. Lanham, MD: Lexington Books.

McDowell Marinchak, C. (November 2024). St. Catherine of Siena’s Semioethics-responsive Communication. In Petrilli, S. and Mancino, S. (Eds.). *Communication, Dialogue, and Responsibility: Semioethic Approaches*. New York: Routledge. (Invited reprint.)

McDowell Marinchak, C. & Stewart-Harris, T. (2022). With Great Power Comes Ethical Communication: Technology, Superheroes, and Family Conversations in Communication Ethics. In M. Roberts McGinley, J. Burk, and J. Ward (Eds.), *Communicating With our Families: Continuity and Integration*. Lanham, MD: Lexington Books.

McDowell Marinchak, C. (2018). Communication Ethics: Iris Murdoch. In R. Arnett, A. Holba, & S. Mancino (Eds.), *An Encyclopedia of Communication Ethics*. New York, NY: Peter Lang Publishing.

McDowell Marinchak, C. & Burk, J. (2016). IMC Campaigns: Generating a Space for Civic Engagement. In J. Persuit and C. McDowell Marinchak (Eds.), *Integrated Marketing Communication: Creating Spaces for Engagement*. Lanham, MD: Lexington Books.

### Articles

- McDowell, C. L., & Holba, A. M. (2024). The Importance of Topoi in the Business and Professional Communication Classroom. *Business and Professional Communication Quarterly*, 0(0).
- McDowell Marinchak, C. (2023). St. Catherine of Siena's Dialogue: Enacting Semioethics-Responsive Communication. *Journal of Communication and Religion*, 46(1), 100-118.
- McDowell Marinchak, C., Forrest, E. & Hoanca, B. (2021). The Next Marketing Landscape: A Voice Access Internet of Intelligent Things. *IGI Global, Encyclopedia of Organizational Knowledge, Administration, and Technology*.
- McDowell Marinchak, C., Forrest, E. & Hoanca, B. (2018). Artificial Intelligence: Redefining Marketing Management and The Customer Experience. *Journal of E-Entrepreneurship and Innovation*.
- Troup, C. L. & McDowell Marinchak, C. (2017). Niceness, Flattery, and Deceit. *Western Communication Journal*, 82(1), 59-74.
- McDowell Marinchak, C., Flinko, S., & Deluliis, D. (Spring, 2017). Finding Clarity: Professional Civility and The Art of Listening in Effective Business Communication. *Listening/Journal of Communication, Religion, and Culture*. 52(2), 66-84.
- McDowell Marinchak, C., Forrest, E. & Hoanca, B. (2017). The Impact of Artificial Intelligence and The Virtual Personal Assistants on Marketing. *IGI Global, Encyclopedia of Information Science and Technology, 4<sup>th</sup> Edition*.
- McKendree, A. & McDowell Marinchak, C. (2014). From the Voice of the President: Advancing the Discipline Through Communication Leadership. *Journal of the Association for Communication Administration*, 33(2), 49-54.
- McDowell Marinchak, C. (2014). Students Connecting with The University Community: The Learning Community as Bridge. *Journal of Learning Community Research and Practice*, 2(2), Article 1.
- McDowell Marinchak, C. & Deluliis, D. (2013). The Learning Community Experience: Cultivating a Residual Worldview. *Journal of Learning Community Research and Practice*, 1(3), Article 8.
- Arnett, R.C., Grayson, C., & McDowell, C. (2008). Dialogue as an "Enlarged Communicative Mentality": Review, Assessment, and Ongoing Difference. *Communication Research Trends*, 27(3), 3-25.

### Pedagogical Publication

- McDowell, C. and Newman, Amy (2024). *AI as Peer Reviewer*, in "My Favorite Assignment: Sections for the 2023 ABC Annual Conference, Denver, Co," in *Business and Professional Communication Quarterly*.

### External Research Grants

- NCA Initiative Grant: Advancing the Discipline Through Communication Leadership. Sponsor: National Communication Association, June 2008, Awarded \$2,000. McKendree, A. (40%), McDowell, C. (40%), & Harden Fritz, J. (20%).

### Trade Journal Publication

McDowell, C., McKendree, A., & Fritz, J.H. (2009). Advancing the Discipline Through Communication Leadership. *Spectra*, 44(9), 6-7.

### Workshops

Newman, A., McDowell, C., Patriarca, A., & Seijts, J (2022, October). "Assignments For Teaching Ethics, Values, and Character." Co-leader and co-designer for workshop at the Association for Business Communication Annual International Conference, Tampa, FL.

Newman, A., McDowell, C., Patriarca, A., & Seijts, J (2022, April). "Teaching Leadership Character and Assignment Design." Co-leader and co-designer for the Association for Business Communication Eastern Region. Virtual workshop.

McDowell Marinchak, C. & Ehrlich Mathiesen, S. (2015, March). "Implementing 'Scaffold' Learning Into the Business Communication Classroom: The Team Report." Co-Leader and Co-designer for Team Based Learning Workshop, Team Based Learning Collaborative Annual Meeting, St. Petersburg, FL, United States.

McDowell Marinchak, C. & Jones, J. (2011, April). "Empowering Students Through Pedagogical Praxis: Communication Activities in The Classroom." Co-leader and co-designer for Interpersonal Communication Short Course, Eastern Communication Association Annual Convention, Arlington, VA, United States.

### Conference Presentations

McDowell, C., Newman, A., & Lennox, D. (2024, October). *Preparing Ourselves and Our Students to Talk About the 2024 U.S. Presidential Election*. Forthcoming presentation at the Association for Business Communication Annual International Conference, Tulsa, OK.

McDowell, C. (2024, March). *Beyond Confectionaries: Catherine "Kitty" Hershey and a Hospitality of Care*. Presented at the Association for Eastern Communication Association, Cambridge, MA.

McDowell, C. & Newman, A. (2023, October). *AI as Peer Reviewer*. Presented at the Association for Business Communication Annual International Conference, Denver, CO.

Anders, A., Cummings, L., McDowell, C., Newman, A., & Owens, R. (2023, October). *How to use Artificial Intelligence (AI) Tools in Your Business Communication Course*. Presented at the Association for Business Communication Annual International Conference, Denver, CO.

McDowell Marinchak, C. (2022, November). *Welcoming, Semioethics, and the Hospitality Industry: A Seat at and Host of the Table*. Paper presented at the National Communication Association Annual Conference. New Orleans, LA.

Newman, A., McDowell, C. & Lennox, D. (2022, October). *Tattoos, Pronouns, and Other Dilemmas: How to Guide Students Through Self-Representation During the Job*. Paper presented at the Association for Business Communication Annual International Conference. Tampa, FL.

Newman, A., McDowell, C., Patriarca, A., & Seijts, J. (2021, October). *Connecting Self-reflection to Students' Careers*. Association for Business Communication Annual International Conference. (Virtual conference.)

- McDowell Marinchak, C. & Markel, K. (2021, July). *Earthquake Readiness: Preparing to Lead and Communicate in a Natural Disaster Crisis*. Society for Case Study Research 2021 Summer Case Writer's Workshop. (Virtual conference.)
- McDowell Marinchak, C. (2021, June). *GIFTS: Great Ideas for Teaching Students (Presented a business communication infographic assignment for communicating learning goals and outcomes)*. Integrated Marketing Communication Conference. (Virtual conference.)
- McDowell Marinchak, C. (2021, March). *Rethinking College Career Plans in a Disrupted Industry: Lessons From Hotel Administration Students*. Eastern Communication Association. (Virtual conference.)
- McDowell Marinchak, C. (2020, November). *Crisis Leadership at the Crossroads: Administrative Perspective*. National Communication Association Conference (Virtual conference).
- McDowell Marinchak, C. (2020, April). *Strategic Ambiguity and Family Communication*. Eastern Communication Association Conference, Baltimore, MD, United States. (Conferenced canceled)
- McDowell Marinchak, C. (2019, November). *St. Catherine of Siena: Undivided Effort to Respond to Others*. Religious Communication Association at National Communication Association Conference, Baltimore, MD.
- McDowell Marinchak, C. & Burk, J. (2019, June). *Telling the Story of Data: The IMC Additive*. Integrated Marketing Communication Conference, Wilmington, NC.
- Hoanca, B., McDowell Marinchak, C., & Forrest, E. (2018, December). *Ethical Implications of the General Data Protection Directive for Virtual Personal Marketing Assistants*. International Workshop on Big Data for Marketing Intelligence and Operation Management, Seattle, WA.
- Persuit, J. & McDowell Marinchak, C. (2018, June). *Attending to Organizational Goods: Communication Ethics and Crisis Preparedness in Higher Education*. National Communication Ethics Conference, Pittsburgh, PA.
- Persuit, J. & McDowell Marinchak, C. (2017, June). *Branding of Saints in Popular Culture*. Integrated Marketing Communication Conference, Wilmington, NC.
- McDowell Marinchak, C. & Burk, J. (2017, June). *Who's Courting Whom: The Relationship Between IMC and Pop Culture*. Integrated Marketing Communication Conference, Wilmington, NC.
- McDowell Marinchak, C. (2017, November). *Communicating the Mentor Legacy: A Millennial Teaching Millennials*. National Communication Association Conference, Dallas, TX.
- McDowell Marinchak, C. (2016, November). *Learning Outcomes for Experiential Learning: Embedding in a "Common" Assignment*. National Communication Association Conference, Philadelphia, PA.
- McDowell Marinchak, C. & Burk, J. (2015, May). *IMC Campaigns: Generating Civic Engagement*. Integrated Marketing Communication Conference, Wilmington, NC.

- McDowell Marinchak, C. (2015, November). *Embracing Local Design Constraints: An Opportunity for Natural Elements to Share and Transmit Corporate Communication*. National Communication Association Conference, Las Vegas, NV.
- McDowell Marinchak, C. (2015, November). *Embracing an Opportunity to Provide Success Inside and Out: Engaged Scholarship, Community Engagement, and a Correctional Facility*. National Communication Association Conference, Las Vegas, NV.
- Troup, C. L. & McDowell Marinchak, C. (2014, June). *Niceness, Flattery, and Deceit*. National Communication Ethics Conference, Pittsburgh PA.
- McDowell Marinchak, C. (2014, November). *"Place and Placelessness" and the Responsibility of the Alaska Native Regional Corporations*. National Communication Association Conference, Chicago, IL.
- McDowell Marinchak, C. (2014, November). *Teaching Communication in the Business School Classroom: Maintaining Relevance and Preserving Ideas*. National Communication Association Conference, Chicago, IL.
- McDowell Marinchak, C. & Flinko, S. (2014, November). *Machiavellianism Alive and Well in Organization Decision-making: The Case of Highmark and UPMC*. National Communication Association Conference, Chicago, IL.
- McDowell Marinchak, C. (2013, November). *Students Connecting With the University Community: The learning community as bridge*. National Communication Association Conference, Washington, D.C.
- McDowell Marinchak, C. (2013, June). *Christine de Pizan's Cities of Ladies: A Medieval Brand Counter Narrative Exposed*. Integrated Marketing Communication Conference, Wilmington, NC
- McDowell Marinchak, C. (2013, April). *Identifying Ethical Ground: The Public Relations Practitioners Ethical or Unethical Choice*. Southern Communication Association Conference, Louisville, KY.
- McDowell Marinchak, C. (2012, November). *St. Catherine of Siena: Care and communicative Responsiveness for the Community*. National Communication Association Conference, Orlando, FL.
- McDowell Marinchak, C. & Arnett, R. (2012, October). *Mission-centered Universities: Helping the "Other" Answer a Vocational Call*. Pennsylvania Communication Association Conference, Collegeville, PA.
- McDowell Marinchak, C. (2012, June). *The Loss of the Sacred Sector: The Non-Profit Organization's Call to Attend to the Other*. National Communication Ethics Conference, Pittsburgh, PA.
- McDowell Marinchak, C. (2012, April). *Mentoring Across the Transitions: Exploring the Mentor/Student Relationship from Undergraduate to Ph.D.* Eastern Communication Association Conference, Boston, MA.
- McKendree, A., McDowell Marinchak, C. & Harden Fritz, J.M. (2011, June). *The Role of CMM and IMC in Shaping Disciplinary Identity*. Integrated Marketing Communication Conference, Wilmington, NC.

McDowell Marinchak, C. (2011, November). *The Internship: Cultivating the Student's Professional Voice*. National Communication Association Conference, New Orleans, LA.

McDowell Marinchak, C. (2011, June). *Great Ideas for Teaching IMC*. Integrated Marketing Communication Conference, Wilmington, NC.

McDowell Marinchak, C. (2011, April). *Strategic Corporate Communication and Communication Ethics: Foundational Grounding*. Communication Association Conference, Arlington, VA.

McDowell Marinchak, C. (2010, October). *The 'Advancement of Learning:' A Baconian Approach to Student Learning*. Pennsylvania Communication Association Conference, East Stroudsburg University, PA.

Harden Fritz, J.M., McDowell, C., & Arnett, R.C. (2008, October). *Public Speaking and the Development of Public Discourse Through Worldviews*. Pennsylvania Communication Association Conference, Lehigh, PA.

Bell, L. & McDowell, C. (2008, May). *Communication Ethics Literacy*. Eastern Communication Association Conference, Pittsburgh, PA.

Garrett, E., McDowell, C., Cesareo, F., & Harden Fritz, J. M. (2008, May) *Learning Communities as Embodied Mission Praxis: The Case of Duquesne University*. Eastern Communication Association Conference, Pittsburgh, PA.

McDowell, C. (2008, May). *Gadamer on Language and Understanding: An Intercultural Experience of Participating in a French Immersion Program*. Eastern Communication Association Conference, Pittsburgh, PA.

McDowell, C. (2007, April). *Nietzsche's Übermensch: Understanding Identity in Relation to Being*. Eastern Communication Association Conference, Providence, RI.

McDowell, C. & Pursuit, J. M. (2007, November). *Dialogic Civility: Victor Hugo's Communication Ethics*. Notre Dame Conference, South Bend, IL.

Bell, L., Cole, R., McDowell, C. & Pursuit, J. M. (2007, April). *Intersections of Learning and Leadership: Academic Recruiting Philosophy and Strategies*. Eastern Communication Association Conference, Providence, RI.

McDowell, C. (2006, October). *A Review of Organizational Loyalty Literature: Complementary Facets Identified Within the Development of Organizational Loyalty*. Pennsylvania Communication Association Conference, Beaver, PA.

#### Competitively Selected Panel Presentations

McDowell, C. (2023, November). *A Personal Journey: Gendered Freedom and the Academy*. National Communication Association Conference, National Harbor, MD.

Bell McManus, L., McDowell Marinchak, C., Corbo, A., McKendree, A., Smulowitz, S., & Pursuit, J. (2023). *Freedom: The Application of Communication Ethics*. National Communication Association Conference, National Harbor, MD.

McDowell Marinchak, C. (2023, November). *Navigating the Major and Urgent Issues of Chat GPT*. Department Chairs' Forum Sponsored by the National Communication Association of Communication Administration at the National Communication Annual Conference. New Orleans, LA.

Bell McManus, L., McDowell Marinchak, C., Corbo, A., McKendree, A. & Pursuit, J. (2023, June). *IMC Agility: Engaging Students and University Colleagues*. Integrated Marketing Communication Conference, Wilmington, NC.

McDowell Marinchak, C. (2022, November). *The Place and the Communication Department*. Department Chairs' Forum Sponsored by the National Communication Association of Communication Administration at the National Communication Annual Conference. New Orleans, LA.

McDowell Marinchak, C. (2020, November). *Administration Responsiveness: Facilitators of Dialogue at the Crossroads*. National Communication Association Conference. (Virtual conference).

#### **INVITED BUSINESS PRESENTATIONS AND WORKSHOPS**

McDowell Marinchak, C. (2023, June) *Pro-seminar: Corporate communication & IMC*. Integrated Marketing Communication Conference, Wilmington, NC.

Anders, A., Cummings, L., McDowell, C., Newman, A., & Owens, R. (2023, February) *Chat about ChatGPT*. Association for Business Communication (ABC) Regional Discussion. ABC Series on Tech Tools and Issues in our Business Communication Classroom. (Virtual series).

McDowell Marinchak, C. & Stone Watt, S. (2021, June). *Developing a Socially-distant Departmental Community*. National Communication Association Department Chairs' Summer Institute.

McDowell Marinchak, C. (2017, October). *Communicating in the Workplace: Generational Differences*. Alaska Society of Professional Engineers.

McDowell Marinchak, C. (2017, May). *Communication Matters: Generational Differences in the Workplace*. Holland America Line – Tour Director Training.

McDowell Marinchak, C. (2016, November). *Communication Matters: Generational Differences in the Workplace*. Society of Women Engineers – Greatland Chapter.

McDowell Marinchak, C. (2016, April). *Communication Matters: Generational Differences in the Workplace*. Alaska Young Professionals Summit.

McDowell Marinchak, C. and Rhodes, K. (2016, February). *Social Media Strategy*. American Society of Interior Designers.

McDowell Marinchak, C. (2015, November). *Clarifying Your Message: The Client's Perspective*. Society of Women Engineers – Greatland Chapter.

McDowell Marinchak, C. (2015, May). *Breaking Barriers: Basic Workplace Communication Principles*. Association of Records Managers & Administrators.

McDowell Marinchak, C. (2014, November). *Clarifying Your Message: The Client's Perspective*. Project Management Institute Alaska Chapter.

McDowell Marinchak, C. (2014, July). *Clarifying Your message: The Client's Perspective*. AACE International – Alaska Chapter.

## PROFESSIONAL WORK AND CONSULTING

**University of North Carolina Wilmington, Department of Communication:** Wilmington, NC July 2022  
**Programmatic Assessment and Evaluation**

**Overview:** Consulting on programmatic assessment process and procedures

**UAA Center for Corporate and Professional Development:** Anchorage, AK 2017 – 2019  
**Course Instructor**

**Overview:** Designed and delivered professional development courses and training sessions for business communication series on topics relate to workplace communication and generational communication differences in the workplace

**Spoke 'n' Words:** Anchorage, AK 2015 – 2016  
**Marketing and Branding Consultant**

**Overview:** Coached brand ambassadors to effectively communicate a company's message by engaging with a target audience

**Kröme Communications:** Pittsburgh, PA 2003 – 2005  
**Marketing Intern to Account Manager/Services**

**Overview:** Managed client relations, market research and database development, account management, event planning, copy-editing, marketing surveys, and collateral development