



## Publications and Presentations (continued)

### Refereed Conference Papers

1. Wetsch, L. (2013), "Google+: The Ultimate Educators Social Network" – Abstract published in Proceedings of Marketing Management Association Fall Educators Conference 2013, New Orleans, Louisiana, USA.
2. Wetsch, L. (2012), "Engaging Textbooks for Millennial Students: Using iBooks Author to Self-Publish Customized Textbooks" – Extended Abstract published in Proceedings of Marketing Management Association Fall Educators Conference 2012, Minneapolis, Minnesota, USA.
3. Wetsch, L. (2012), "HootSuite University for Higher Education: The Ultimate Tool to Assist You in Teaching Social Media Application" – Extended Abstract published in Proceedings of Marketing Management Association Fall Educators Conference 2012, Minneapolis, Minnesota, USA.
4. Wetsch, L. (2011), "Personal Branding with Social Media; An Essential Application of Direct Marketing Skills for Today's Students" – Abstract published in Proceedings of Education Track at the Direct and Interactive Marketing Research Summit 2010, Boston, Massachusetts, USA.
5. Wetsch, L. (2011), "Social Media Intelligence: The Missing Link in Today's Students" – Abstract published in Proceedings of Education Track at the Direct and Interactive Marketing Research Summit 2010, Boston, Massachusetts, USA.
6. Wetsch, L. (2011), "Social CRM: A Strategic Alignment for a Social Media World" – Extended Abstract published in Proceedings of the 18<sup>th</sup> International Colloquium in Relationship Marketing, Rochester, NY, USA.
7. Wetsch, L. (2011), "Social Media Education in the Pre-K-12-Post Education Systems" – Abstract published in Proceedings of Marketing Management Association Fall Educators Conference 2011, St. Louis, MO, USA.
8. Wetsch, L. (2009), "Real Money Real Businesses; Real Feedback; Student Perceptions of Participating in the Google Online Marketing Challenge" – Abstract Published in Proceedings of the Education Track at the Direct and Interactive Marketing Research Summit 2009, San Diego, California, USA.
9. Wetsch, L. (2009), "A 'Second Life' for Subcultures of Consumption: Using Web 2.0 Social Networks to Interact with 'Core' Customers" – Abstract Published in Proceedings of the Research Track at the Direct and Interactive Marketing Research Summit 2009, San Diego, California, USA.
10. Wetsch, L. (2009), "Connecting with Millennial Students Using Web 2.0 Technologies", Abstract Published in Proceedings of the Edge Conference 2009, St. John's, NL, Canada.
11. Wetsch, L. (2009), "Bridging Technologies for Enhanced Customer Relationships; Relationship Marketing in a Web 2.0 World" – Abstract Published in Proceedings of the 17<sup>th</sup> International Colloquium in Relationship Marketing, Maastricht, NL.
12. Arnold, Kara A., C. Sprigg, K.E. Dupre, L. Wetsch (2009), "Preventing and Mitigating the Negative Effects of Abusive Supervision: A Conceptual Framework", Abstract Published in Proceedings of the Academy of Management Conference, Chicago, IL.
13. Pike, K. and L. Wetsch (2009), "Subculture with A Cause: Integrating Cause Related Marketing with Subcultures of Consumption to Enhance Business Perception and Profitability" – Extended Abstract Published in Proceedings of the 2009 International Non-Profit and Social Marketing Conference, Melbourne, Australia.
14. Wetsch, L. (2009), "Timing is Everything: Student Attitudes and Technology Readiness for Integrating a 'Virtual World' Component into Marketing Course Curriculums" – Extended Abstract Published in Proceedings of the Marketing Educators Conference, Newport Beach, CA, USA.
15. Hair, N., V. Perotti & L. Wetsch (2008), "Market Orientation in Digital Entrepreneurship: The Role of Electronic Community" – Abstract Published in Proceedings of the McGill International Entrepreneurship Conference, Dunedin, NZ.
16. Barnes, S., L. Wetsch & N. Hair (2008), "Self and Virtual Worlds" – Extended Abstract Published in Proceedings of the Australia and New Zealand Marketing Academy Conference, Sydney, Australia.
17. Wetsch, L. (2008), "Tales from the (Virtual) Trenches: Benefits and Challenges of Integrating 'Second Life' into Face-to-Face Marketing Courses", Abstract Published in Proceedings of the Direct/Interactive Marketing Research Summit, Las Vegas, Nevada.
18. Wetsch, L. (2008), "CRM Implementation Strategy; Aligning the Organization and the Customer", Abstract Published in Proceedings of the International Consortium For Electronic Business Conference, Kona, Hawaii, USA.
19. Wetsch, L. (2008), "Where Have All The Trust Marks Gone", Abstract Published in Proceedings of the International Consortium For Electronic Business Conference, Kona, Hawaii, USA.
20. Wetsch, L. (2008), "Outstanding Customer Interactions In the Airline Industry – The Value of Disobedient Front Line Staff", Abstract Published in Proceedings of the 11<sup>th</sup> Meeting of the American Society of Business and Behavioural Science Conference, Honolulu, Hawaii, USA.
21. Wetsch, L. (2008), "The 'Meaning' of Relationship: A Multidisciplinary, Multilingual, and Multinational Review", Abstract Published in Proceedings of the 15<sup>th</sup> International Colloquium in Relationship Marketing Conference", Swansea, Wales.
22. Wetsch, L. (2008), "Socialization and Consumer Behaviour in Second Life: Experiences of New Users", Extended Abstract Published in Proceedings of the Advertising and Consumer Psychology Conference, Philadelphia, PA, USA.
23. Brooks, M. & L. Wetsch (2008), "Second Life Experiences: Student Voices", Abstract Published in Proceedings of the 1<sup>st</sup> International Conference of the New Canadian Network for Innovation in Education (CNIE), Banff, Alberta, Canada.

## Publications and Presentations (continued)

### Refereed Conference Papers (continued)

24. Wetsch, L. (2008), "Trusted Third Party Seals: Do Customers REALLY Understand Their Meaning?", Extended Abstract Published in Proceedings of the 2008 Cultural Perspectives in Marketing Conference, New Orleans, LA, USA.
25. Wetsch, L. (2008), "Marketing Survivor: Harnessing the Competiveness of Business Students to Enhance Learning Effectiveness", Abstract Published in Proceedings of the 2008 Hawaii International Conference on Education, Honolulu, Hawaii, USA.
26. Wetsch, L. (2007), "Subcultures of Consumption: The Ultimate Customer Loyalty Program", Published in Proceedings of the 2007 Relationship Marketing Summit, Buenos Aires, Argentina.
27. Wetsch, L. (2006), "Network Relationship Management – Viewing Relationships in a Connected World", Proceedings of the 14<sup>th</sup> International Colloquium in Relationship Marketing, Leipzig, Germany.
28. Wetsch, L. (2004), "Customer Relationship Management with a Small 'c'; What are Businesses Thinking", Proceedings of the 12<sup>th</sup> International Colloquium in Relationship Marketing, Hamilton, New Zealand.
29. Wetsch, L. (2003), "Trust, Satisfaction, and Loyalty in Customer Relationship Management: An Application of Justice Theory", Proceedings of the 11<sup>th</sup> International Colloquium in Relationship Marketing, Cheltenham, England. (**Best Conference Paper**)
30. Wetsch, L. (2002), "Trust, Satisfaction, and Loyalty in Customer Relationship Management", in M. Head (Ed.), Proceedings of the 4<sup>th</sup> World Congress on the Management of Electronic Business, Doctoral Consortium, Hamilton, Canada. (**Finalist: Best Doctoral Consortium Paper**)
31. Arnold, K. and L. Wetsch (2001), "Sex Differences and Information Processing: Implications for Marketing on the Internet", Proceedings of the AMA Winter Educator Conference, Scottsdale, AZ, February.
32. Wetsch, L. and P. Cunningham (2000), "Measuring Determinants of Trust and Their Effects on Buying Intention for Online Purchase Decisions", Proceedings of the Marketing and Public Policy Conference, Washington, DC, June. (**Outstanding Student Paper Award**)
33. Wetsch, L. (2000), "Trusted Third Parties: Evaluating Their Effects on Online Consumer Buying Intentions", Proceedings of the COLLECTeR (USA) – Collaborative Electronic Commerce Technology and Research Conference, Breckenridge, CO, April.
34. Cunningham, P. and L. Wetsch (1999), "What Goes Around, Comes Around: Are the Ethical and Public Policy Concerns of Internet Marketing Merely Reflections of the Criticisms of Earlier Communication Technologies", Proceedings of the International Marketing History Conference, Lansing, MI, USA, May. (**Nominated: Best Conference Paper Award**)

### Refereed Special Panel Sessions

1. Wetsch, L. (2013), "Keeping Pace: Best Practices for Maintaining Relevance with Students and Practitioners", Spring Conference of the Marketing Management Association (MMA), Chicago, Illinois, USA.
2. "HootSuite University for Higher Education: A New Tool Assisting You in Teaching Social Media", Panel Member and Panel Chair, Presented at the Direct/Interactive Marketing Research Summit 2012, Las Vegas, Nevada, USA.
3. "The Other Social Networks: Using LinkedIn, Twitter, Tumblr and Blogs as Teaching Tools" (2012), Panel Member and Panel Chair, Presented at the Marketing Management Association Fall 2012 Conference, Minneapolis, Minnesota, USA.
4. "Incorporating Digital Marketing Training in Executive Education Training Programs" (2011), Panel Member, Presented at the Marketing Management Association Fall Educators Conference, St. Louis, Missouri, USA.
5. "Conversations Beyond the Classroom: Social Media and Marketing Education" (2010), Panel Member, Presented at the Academy of Marketing Science Annual Conference, Portland, Oregon, USA.
6. "Interactive Marketing in Virtual Worlds; Teaching and Research" (2009), Panel Chair, Presented at the Research Track at the Direct and Interactive Marketing Research Summit 2009, San Diego, California, USA.
7. "Using Google AdWords to Enhance Student Learning and to Improve University Relationships with Alumni" (2009), Panel Chair, Presented at the Education Track at the Direct and Interactive Marketing Research Summit 2009, San Diego, California, USA.
8. "Virtual Worlds (Second Life) in Management Education and Research" (2009), Panel Member, Presented at the Academy of Management (AOM) Conference, Chicago, IL, USA.
9. "New Directions in Workplace Aggression Research: Towards Organizational Interventions" (2009), Panel Member, Presented at the Academy of Management (AOM) Conference, Chicago, IL, USA.
10. "Stake Your Claim in the Land Rush of Virtual Worlds: Integrating 'Second Life' into Marketing Education" (2009), Panel Chair, Presented at the Marketing Educators Association Conference, Newport Beach, CA, USA.
11. "Marketing Education Research Using Datasets from the Google Online Marketing Challenge" (2009), Panel Chair, Presented at the Marketing Educators Association Conference, Newport Beach, CA, USA.
12. "Keyword Advertising as a Teaching, Learning and Research Tool", (2009) Panel Member, Presented at the Marketing Educators Association Conference, Newport Beach, CA, USA.

## **Publications and Presentations (continued)**

### **Invited Conference Presentations**

1. Wetsch, L. (2013), "Defining Teaching Excellence", Spring Conference of the Marketing Management Association (MMA), Chicago, Illinois, USA.
2. Wetsch, L. (2012), "Social Media Strategy for Executive Education", 35<sup>th</sup> Annual Conference on Management, Executive and Professional Development Programs (CMED), Keynote Presentation, St. Pete Beach, Florida, USA.
3. Wetsch, L. (2012), "Social Media: Managing, Measuring, and Governing Today's Essential Communications Channel", Certified General Accountants (CGA) of Newfoundland and Labrador Conference, St. John's, NL.
4. Wetsch, L. (2012), "Connecting with Your Clients: Engaging with Citizens Through Social Media", Institute of the Public Administration of Canada (IPAC) National Conference Presentation, St. John's, NL.
5. Wetsch, L. (2012), "Social Media 101: A Communications Necessity", Ontario Association of Residences Treating Youth Annual Conference Presentation, St. John's, NL.
6. Wetsch, L. (2012), "Social Media: The Time is Now!", Financial Executives International National Conference Presentation, St. John's, NL.
7. Wetsch, L. (2012), "Social Media: Connecting with the Arts", Atlantic Presenters Association Conference Presentation, St. John's, NL.
8. Wetsch, L. (2011), "Digital Education for Workers, Graduates and Students – Where Does Canada Need to Go", Research on the Digital Economy, Congress 2011, Fredericton, New Brunswick, Canada.
9. Wetsch, L. (2011), "HR Recruiting Strategies Using Social Media", International Personnel Management Association of Canada, 2011 National Human Resources Training Conference, St. John's, Newfoundland, Canada.
10. Wetsch, L. (2007), "Securing Your Customer's Personal Information – What Does it Mean for Your Business Success", High Tech Crime Investigation Association (HTCIA), Professional Development Day, St. John's, Newfoundland, Canada, October.
11. Wetsch, L. (2006), "Internal Marketing: Thinking About the Customer Within – Opportunities and Challenges", College and University Print Management Association of Canada, 39<sup>th</sup> Annual Conference, St. John's, Newfoundland, Canada, July.
12. Wetsch, L. (1999), "Establishing Trust in Internet Marketing", Panel Member – Public Policy and the Internet, Academy of Marketing Science, Miami, FL, USA, May.

### **Other Invited Presentations**

1. Wetsch, L. (2013), "So-Lo-Mo (Social-Local-Mobile); Strategic Imperative for Connecting with Today's Youth", Ontario Association of Residences Treating Youth, Blue Mountain Resort, Collingwood, ON.
2. Wetsch, L. (2013), "So-Lo-Mo; Strategic Imperative for a Global Vision with Local Success, Newfoundland and Labrador Association of Technical Industries (NATI) Knowledge Summit, St. John's, NL.
3. Wetsch, L. (2012), "Social Media for Rotary", St. John's Rotary Lunch & Learn, St. John's, NL.
4. Wetsch, L. (2012), "Social Media – A Personal Branding Necessity", Memorial University Havin' A Time Reunion, St. John's, NL.
5. Wetsch, L. (2012), "Connect – Communicate – Engage – Succeed", Based In Business, St. John's, NL.
6. Wetsch, L. (2012), "Social Media for the Legal Profession", Cox & Palmer Lunch & Learn, St. John's, NL.
7. Wetsch, L. (2012), "The Strengthening Role of Social Media in Government", Workplace Health, Safety and Compensation Commission Lunch & Learn, St. John's, NL.
8. Wetsch, L. (2012), "The Strengthening Role of Social Media", Department of Tourism & Culture Newfoundland & Labrador Lunch & Learn, St. John's, NL.
9. Wetsch, L. (2012), "The Strengthening Role of Social Media", Community Business Development Corporation of Trinity Conception Lunch & Learn, Trinity, NL.
10. Wetsch, L. (2012), "Navigating Your Way in a Sea of Social Media", International Association of Business Communicators Lunch & Learn, St. John's, NL.
11. Wetsch, L. (2012), "The Strengthening Role of Social Media", International Institute of Business Analysis Lunch & Learn, St. John's, NL.
12. Wetsch, L. (2012), "Social Media – What Does it Mean for Consultants", Certified Management Consultants Lunch & Learn, St. John's, NL.
13. Wetsch, L. (2012), "The Strengthening Role of Social Media", Canada Business Presentation and Webinar Lunch & Learn, St. John's, NL.
14. Wetsch, L. (2012), "Social Engagement – The Power and Value Behind Social Media" Newfoundland and Labrador Association of Technology Industries (NATI) Provincial Conference, St. John's, NL.
15. Wetsch, L. (2012), "Deloitte TMT Roadshow", Panel Member, St. John's, NL.
16. Wetsch, L. (2012), "An Introduction to Google+", Memorial University Student Recruitment Lunch and Learn, St. John's, NL.
17. Wetsch, L. (2011), "Social Media", Presentation to Grade 9 Children of Provincial Government Employees, St. John's, NL.
18. Wetsch, L. (2011), "Intro to Google+", Memorial University Marketing and Communications Lunch and Learn, St. John's, NL.
19. Wetsch, L. (2011), "The Strengthening Role of Social Media", Newfoundland Power, St. John's, NL, Canada.

## Publications and Presentations (continued)

### Other Invited Presentations (continued)

20. Wetsch, L. (2011), "The Role & Importance of Social Media in Government", Newfoundland and Labrador Government Communications Training Day, St. John's, Newfoundland, Canada.
21. Wetsch, L. & Hartlen, C. (2011), "Social Media & Golf: What Do They Have in Common and What Do They Mean for Your Business?", 2011 Association of Canadian Pension Management National Conference, St. John's, Newfoundland.
22. Wetsch, L. (2011), "Social Media Marketing in the Gaming Industry", Gaming & Simulation Workshop, Genesis Group, Memorial University.
23. Wetsch, L. (2011), "Enterprise 3.0 and Social Media", Conference Board of Canada, Council for Information Technology Executives, St. John's, Newfoundland, Canada.
24. Wetsch, L. (2011), "Website Development & Social Media", Economic Developers Association of Newfoundland and Labrador, Bay Roberts, Newfoundland, Canada.
25. Wetsch, L. (2010), "Personal Branding with Social Media", MBA Lunch and Learn, Memorial University.
26. Wetsch, L. (2009), "Connecting with Millennial Students Using Web 2.0 Technologies", Memorial University Instructional Development Office Workshop.
27. Wetsch, L. (2008), "Marketing in a Web 2.0 World with a Web 1.0 Mentality", MBA Lunch and Learn, Memorial University
28. Wetsch, L. (2008), "Pushing the Innovation Envelope in the Classroom with Second Life: Benefits to Teaching and Research", Faculty Orientation, Memorial University
29. Wetsch, L. (2008), "B6004 Channels and Internet Marketing and Second Life", DELT Spotlight Presentation; Memorial University.
30. Wetsch, L. (2007), "Market Research and Survey Development/Writing", MBASA Professional Development Seminar, Faculty of Business Administration, Memorial University.
31. Wetsch, L. (2004), "PIPEDA: The Federal Privacy Legislation and the Not-For Profit", Association of Fundraising Professionals; Professional Development Seminar.
32. Wetsch, L. (2004), "Online Privacy Statements: Content and International Issues", Memorial University Faculty of Business Research Days.
33. Wetsch, L. (2004), "PIPEDA & ATIPPA", Presentation to Memorial University Student Services
34. Wetsch, L. (2004), "Privacy – Is All Really Lost", Memorial University

## Dissertation

<b>Title</b>	<ul style="list-style-type: none"><li>• Understanding Fairness from the Customer's Point of View and its Role in Marketing Relationships</li></ul>
<b>Proposal Accepted</b>	<ul style="list-style-type: none"><li>• July 2006</li></ul>
<b>Anticipated Defence Date</b>	<ul style="list-style-type: none"><li>• 2013/2014</li></ul>
<b>Committee Members</b>	<ul style="list-style-type: none"><li>• Dr. David Ballantyne, Dr. Juergen Gnoth</li></ul>

## Other Previous Research

1. Wetsch, L. (1999), "Modelling the Determinants of Trust in Online Purchase Decisions", MSc. Thesis, Queen's University, Kingston, Ontario, Canada, August.
2. Wetsch, L. (1998), "A Study of Non-Diver Perceptions of the Recreational Diving Industry – A New Zealand Study", MBA Research Report, Massey University, Auckland, New Zealand, August.

## Research Interests

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| <ul style="list-style-type: none"><li>• Social Media Marketing</li><li>• Teaching with Social Media</li><li>• Customer Relationships and Customer Relationship Management (CRM)</li><li>• Electronic Commerce and Online Security</li><li>• Virtual Worlds</li><li>• Consumer Privacy</li></ul> | <ul style="list-style-type: none"><li>• Social Media Strategy</li><li>• Digital Marketing</li><li>• Online Consumer Trust and Trust Marks</li><li>• Online Consumer Behaviour</li><li>• Blogging and Social Networking</li><li>• Effective Teaching with Technology</li></ul> |
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## Research Grants

2010

- SSHRC Presidential Fund for Research, Innovation & Collaboration – Knowledge Synthesis Grant on the Digital Economy – **Value \$15322.00**

2009

- Dean’s Award for Teaching Excellence (2009) Research Grant – **Value \$500.00**
- Instructional Development Office Grant (2009) “Exploring Virtual World Technologies to Enhance Student Connectedness Through Remote Guest Speakers and Group Collaboration – **Value \$3100.00.**

2008

- Collaborative Research Grant (2008) from Rochester Institute of Technology (RIT) – **Value \$1000.00**
- Google Grant (2008) Google AdWords Vouchers (\$75 each) for Small Businesses to promote and market the Google AdWords Challenge and e-Marketing Sessions at Memorial University – **Value \$20,000.**
- SSHRC Vice-President Travel Grant (2008) “The ‘Meaning’ of Relationship: A Multidisciplinary, Multilingual, and Multinational Review”, the 15<sup>th</sup> International Colloquium in Relationship Marketing Conference”, Swansea, Wales. –**Value \$2050.00.**
- SSHRC Vice-President Research Grant (2008), “Consumer Behaviour and Social Identity in the Virtual World” – **Value \$6997.50.**

## Academic Awards and Honours

2013

- 2013 Hormel Master Teacher
- Recipient of 2013 Hormel Teaching Excellence Award

2012

- Only Canadian Professor on “**Top 50 Business School Professors on Twitter**”
- #65 on Social Media Marketing Magazines “**Top 100 Marketing Professors on Twitter**”
- #83 on Best Online Universities “**Top 100 Web Savvy Professors for 2012**”
- Faculty of Business Dean’s Teaching Innovation Award – **Value \$2500.00**

2009

- Dean’s Award for Teaching Excellence for 2008, Memorial University Faculty of Business, **\$500 research grant provided**

2008

- Nominated for the Academy of Marketing Science Outstanding Marketing Educator of the Year Award.

2006

- University of Otago School of Business Dean’s PhD Scholarship

2003

- Best Conference Paper Award - 11<sup>th</sup> International Colloquium in Relationship Marketing (Cheltenham, England – September 2003)

2001

- Social Sciences and Humanities Research Council of Canada (SSHRC) Doctoral Fellowship (*National competition*)
- Ontario Graduate Scholarship (OGS) – Declined (*Unable to hold both a SSHRC and an OGS Scholarship simultaneously*)
- Successful completion of Marketing Comprehensive Exam (January)
- Successful completion of Management Information Systems Comprehensive Exam (July)

2000

- Outstanding Student Paper Award – Marketing and Public Policy Conference (Washington, DC – June 2000)
- Selected to attend the Doctoral Consortium of the Twentieth Annual International Conference on Information Systems (ICIS), Brisbane, Australia (*Only the top 40 candidates worldwide are selected to attend*)
- Ontario Graduate Scholarship in Science and Technology (OGSST)
- Queen’s School of Business Award

1999

- R.S. McLaughlin Fellowship Award
- Richard J. Hand Memorial Award
- Queen’s Graduate Award
- Represented Queen’s University at the First Annual Electronic Commerce Case Competition for Graduate Students at UNBSJ

1998

- Queen’s Graduate Award
- D.I. McLeod Entrance Fellowship
- “With Distinction” Awarded for MBA

## Work Experience - Teaching

- 2003-2013**      **Memorial University of Newfoundland, St. John's, NL**
- 2013**
- **Undergraduate:** B6042 – Personal & Business Branding with Social Media; B6241 – Digital Marketing
  - **MBA:** B8106w – Intro to Marketing (Web); B9032 – Internet Marketing Management
- 2012**
- **Undergraduate:** B6042 – Personal & Business Branding with Social Media; B6241 – Digital Marketing
  - **MBA:** B8106w – Intro to Marketing (Web); B9032 – Internet Marketing Management
- 2011**
- **Undergraduate:** B6240 – Channels and Internet Marketing; B6042 – Personal and Business Branding with Social Media (2 sections)
  - **MBA:** B8106w – Intro to Marketing (Web); B8001 – Consumer Behaviour
- 2010**
- **Undergraduate:** B6240 – Channels and Internet Marketing; B6230 – Services Marketing
  - **MBA:** B8106 – Intro to Marketing; B8106w – Intro to Marketing (Web); B9032 – Internet Marketing Management; B8001 – Consumer Behaviour; B9015 – Services Marketing
- 2009**
- **Undergraduate:** B6004 – Channels and Internet Marketing
  - **MBA:** B8106 – Intro to Marketing; B9015 – Services Marketing
- 2008**
- **Undergraduate:** B5200 – Consumer Behaviour (2 Sections); B6004 – Channels and Internet Marketing
  - **MBA:** B8001 – Consumer Behaviour; B8106 – Introduction to Marketing; B9032 – Internet Marketing Management
- 2006**
- **Undergraduate:** B2201 – Marketing Applications; B5200 – Consumer Behaviour (3 Sections)
  - **MBA:** B8001 – Consumer Behaviour (2 Sections)
- 2005**
- **Undergraduate:** B5200 – Consumer Behaviour (2 Sections); B2201 – Marketing Applications (3 Sections)
  - **MBA:** B8001 – Consumer Behaviour
- 2004**
- **Undergraduate:** B2201 – Marketing Applications (2 Sections)
  - **MBA:** B8001 – Consumer Behaviour; B9015 – Services Marketing
- 1998-2006**      **Queen's University, Kingston, Ontario**
- 2003-2006**
- **MBA for Science and Technology:** Customer Relationship Management Module
- 2002**
- **Undergraduate:** Comm339 – Channels and Internet Marketing; Comm399 – Electronic Commerce Management
  - **MBA for Science and Technology:** Customer Relationship Management Module
  - **Executive Development Program:** Information Marketing on the Internet
- 2001**
- **MBA for Science and Technology:** E-Commerce Technologies, M-Commerce, E-CRM, Online Privacy Issues, E-Business Security, Online Payment Systems; Information Marketing on the Internet
  - **Undergraduate:** Comm399 – Introduction to Electronic Commerce
- 2000**
- **Executive Development Program:** Internet Marketing – B2B and B2C Opportunities and Challenges; Privacy Implications of Customer Information
  - **MBA for Science and Technology:** E-Commerce Overview, E-Commerce Tools; E-Commerce Security and Privacy, Legal and Global Implications of E-Commerce, Online Ethics and Trust
  - **Undergraduate:** Comm394 – Introduction to Electronic Commerce

## Student Project Supervision

- 2013** 1) Calla Butler, Brian Critch, Ashley Dicks, John McGuire, Ian Smith, Jennifer Talavera, Jessica Wadded – MBA – Personal & Business Branding with Social Media - Intersession
- 2012** 1) Nicole Dawe – MBA – Google AdWords Challenge  
2) Tiffany Henderson, Jennifer Babstock – MBA - Personal & Business Branding with Social Media - Intersession  
3) Nicole Dave, Amy Fisher, Ajay Pande – MBA – Personal & Business Branding with Social Media - Fall  
4) Carol-Ann Gillard – MBA – Strategic Plan for Hospitality Newfoundland & Labrador  
5) B9035 – MBA Consulting – Marketing Advisor
- 2011** 1) Michael Maher – MBA – The Automation of Customer Service  
2) Lauren Saunders and Melanie Feltham – MBA – Google AdWords Challenge  
3) Andrew Vaughan, Mark McDonald, Phil Harrington – MBA – Personal Branding with Social Media  
4) B9035 – MBA Consulting – Marketing Advisor
- 2010** 1) Michael Maher – MBA – Ultramar CRM Strategy  
2) Katie Waterman – MBA – Social Media and the Music Industry  
3) Kristin Pike – MBA – Farmville  
4) Melanie Feltham – MBA – Marketing in Virtual Worlds
- 2009** 1) Kristin Pike – MBA - Cause Related Marketing  
2) Dean Jacobs – MBA - International Variation in Google AdWords Challenge  
3) Ashley Wakeham, Amy Burton and Geoff Barrett – MBA - Google AdWords Challenge  
4) Kristin Pike – MBA - Social Media Tourism – Coast of Bays and Northern Peninsula  
5) B9035 – MBA Consulting – Marketing Advisor  
6) Carol-Ann Gilliard – MBA – HNL Marketing Strategy
- 2008** 1) Jen Tupper and Craig Drover – MBA - Lifesaving Society
- 2007** 1) Michael Colbert and Colette Moores – MBA - Lifesaving Society  
2) Craig Drover – MBA - Business Plan Development – Heather’s Haven  
3) Amy Hsaio and Jen Tupper – MBA - C&T Bottled Water Feasibility Study
- 2005** 1) Gillian Chatman – MBA - Business Plan Development – Interior Design Business  
2) Terry Hussey – MBA - Marketing Plan Development - St. John’s Fog Devils
- 2004** 1) Terry Hussey, Gillian Chatman, Margaret-Anne Lee – MBA - Market Analysis – Main Book Water Works  
2) Krista Hynes – MBA - Marketing Plan Development – Faces



## University Service

### Memorial University, St. John's, Newfoundland, Canada

2013

#### Committees

- Member of Advisory Board for Genesis Centre client, Celsius Game Studios
- Member of Committee on Course Based Masters Programs – Faculty of Business Administration
- Chair of Faculty of Business Website Committee

#### Presentations

- Based in Business – SIFE Memorial on E-Marketing and Social Media for Small Business
- Shad Valley, St. John's, NL – “The Importance of Social Media in Your Personal Branding”
- Newfoundland and Labrador Association of Technology Industries (NATI) Provincial Conference – “Social Engagement – The Power and Value Behind Social Media”

#### Other Service

- Serve on the Board of Directors of the Marketing Management Association as the “Digital and Social Media Communications Director”.
- Serve as the Coordinator of the Hormel Master Teacher Competition at the Spring Marketing Management Association Conference.

2012

#### Committees

- Member of Advisory Board for Genesis Centre client, Celsius Game Studios
- Member of Advisory Board for Memorial University Social Networking Committee
- Member of Research Committee – Faculty of Business Administration
- Member of Committee on Course Based Masters Programs – Faculty of Business Administration
- Chair of Faculty of Business Website Committee

#### Presentations

- Based in Business – SIFE Memorial on E-Marketing and Social Media for Small Business
- Memorial University Student Recruitment Lunch and Learn, “An Introduction to Google+”.
- Havin’ A Time Reunion Presentation, Memorial University, “Social Media – A Personal Branding Necessity”
- Newfoundland and Labrador Association of Technology Industries (NATI) Provincial Conference – “Social Engagement – The Power and Value Behind Social Media”

#### Other Service

- Ran a Pre-Conference Workshop on “Intro to Social Media for Educators” at the Marketing Management Association Fall 2012 Conference in Minneapolis, Minnesota, USA.

2011

#### Committees

- Member of Advisory Board for Genesis Centre client, Celsius Game Studios
- Member of Advisory Board for Memorial University Social Networking Committee
- Member of Faculty of Business Advisory Board Committee
- Member of Committee on Course Based Masters Programs – Faculty of Business Administration
- Member of School of Graduate Studies – Memorial University
- Member of Research Committee – Faculty of Business Administration

#### Presentations

- Based in Business – SIFE Memorial on E-Marketing and Social Media for Small Business
- Memorial University Marketing & Communications Group – “What is Google+ and Why Should I/My Company Care”
- Newfoundland and Labrador Association of Technology Industries (NATI) Provincial Conference – “The Year of Being Social – With Media That Is”
- Career Day Presentation for Alumni Affairs “Personal Branding with Social Media”

#### Other Service

- Served as judge for “Canada’s Next Top Ad Executive” national competition.

2010

#### Committees

- Member of Advisory Board for Genesis Centre client, Celsius Game Studios
- Member of Advisory Board for Memorial University Social Networking Committee
- Member of Faculty of Business Advisory Board Committee
- Member of Bylaws and Constitution Committee
- Chair of Course Equivalencies Committee
- Member of Committee on Graduate Studies – Faculty of Business Administration

## **University Service (continued)**

### **Memorial University, St. John's, Newfoundland, Canada (continued)**

- 2010 (cont) Presentations**
- Project Management Symposium, St. John's, NL, Canada "Adapting to a Social World: Using Social Media to Enhance Project Management"
  - Based in Business – SIFE Memorial on E-Marketing and Social Media for Small Business
  - Career Day presented by Alumni Affairs "Personal Branding with Social Media"
  - Gardiner Centre HR Breakfast "Recruiting Using Social Media"
  - Newfoundland and Labrador Association of Technology Industries Solutions Summit 2010, "Enhancing Customer Relationships with Social Media"
- Other Service**
- Co-Op Work Reports Evaluated (11)
  - Academic moderator for the "ELMAR Call for Papers Conference Database" - American Marketing Association (AMA).
- 2009 Committees**
- Member of Committee on Graduate Studies – Faculty of Business Administration
  - Member of Advisory Board for Memorial University Social Networking Committee
  - Serving as marketing advisor for B9035 – MBA Consulting Course.
  - On organizing committee for the Instructional Development Office (IDO) Fall Institute on Technology in Education. Also serving as chair of three sessions.
- Presentations**
- Instructional Development Office Workshop, "Connecting with Millennial Students Using Web 2.0 Technologies", Memorial University.
- Other Service**
- Co-Op Work Reports Evaluated (7)
- 2008 Committees**
- Faculty of Business Representative on the School of Graduate Studies Academic Council
- Presentations**
- MBA Lunch & Learn Session, "Marketing in a Web 2.0 World with a Web 1.0 Mentality"
  - Invited keynote presentation at the President's Luncheon for New Faculty on incorporating teaching and research with specific attention to the use of Second Life in face-to-face courses at Memorial University
  - Select Survey Intro/Training Session for Faculty of Business Staff and Students
  - Participated in a Spotlight Session offered by Distance Education and Learning Technologies (DELT) for faculty and administration on the opportunities for using 'Second Life' in distance and face to face courses
- Other Service**
- Co-Op Work Reports Evaluated (5)
- 2007 Committees**
- Faculty of Business Representative on the School of Graduate Studies Academic Council
  - Chair, Senate Committee on Educational Technology
- Presentations**
- Conducted MBASA Professional Development Seminar, "Market Research and Survey Development/Writing"
  - Presented at the Ph.D. Research Seminar on Qualitative Research Methods
- 2006 Committees**
- Faculty of Business Representative on the School of Graduate Studies Academic Council
  - Chair, Senate Committee on Educational Technology
- Other Service**
- Co-Op Work Reports Evaluated (3)
- 2005 Committees**
- Chair, Senate Committee on Educational Technology
- Presentations**
- ACE Memorial Presentation on Entrepreneurship
- Other Service**
- Organized and Hosted 13<sup>th</sup> International Colloquium in Relationship Marketing Conference, Memorial University
  - Co-Op Work Reports Evaluated (12)

## **University Service (continued)**

### **Memorial University, St. John's, Newfoundland, Canada (continued)**

- 2004**
- Presentations**
    - Guest Lecturer Philosophy 2806: Contemporary Issues: The Internet as a Mass Medium
    - Privacy Session conducted for Lilly Walker – Memorial University
  - Other Service**
    - Co-Op Work Reports Evaluated (1)
- 2003**
- Presentations**
    - EndNote Introduction Session for Faculty of Business
    - Presentation session to Graduate Program in Teaching

### **Queen's University, Kingston, Ontario, Canada**

- 2001/2002**
- Conducted mock interviews for incoming MBA for Science and Technology students
- 2001/2002**
- Assisted with the MSc./Ph.D. Web Site Portal
- 2000**
- Promotion, Tenure and Review Committee Member
- 1999**
- Computer Committee Member
  - MSc./Ph.D. Orientation Committee

## **Conference Session Chair Activities**

- 2011**
- Marketing Management Association Fall Educators Conference
- 2008**
- International Colloquium in Relationship Marketing (ICRM) Conference
  - International Conference for Electronic Business (ICEB)

## **Professional Development**

- 2007**
- Workshop in Qualitative Data: Consumer Culture Week, York University, Toronto, Ontario, Canada.
  - Video Ethnography Workshop: Consumer Culture Week, York University, Toronto, Ontario, Canada.

### **Queen's University, Kingston, Ontario, Canada**

- 2001**
- AMA Faculty Consortium on Electronic Commerce
- 2000**
- Employment Equity Workshop

## **Editorial Review Boards**

- 2011-2013**
- Journal for Advancement of Marketing Education

## **Reviewer Activities**

- 2013**
- Marketing Management Association Fall Educators Conference
  - Direct Marketing Educators Conference
- 2012**
- Marketing Management Association Fall Educators Conference
  - Journal for Advancement of Marketing Education
- 2011**
- Journal of Marketing Management
  - Journal for Advancement of Marketing Education
  - Journal of Services Research
  - International Journal of Internet Marketing and Advertising
  - Journal of Emerging Technologies in Web Intelligence
  - Information & Management Journal
  - Marketing Management Association Conference
  - Human Technology Journal
- 2010**
- Hawaii International Conference on System Sciences (HICSS)
  - International Journal of Electronic Commerce
  - Human Technology Journal

## **Reviewer Activities (continued)**

- 2009**
  - Journal of Virtual Worlds Research
  - Australia and New Zealand Marketing Academy Conference (ANZMAC)
  - International Journal of Internet Marketing and Advertising (IJIMA)
  - International Non-Profit and Social Marketing Conference
  - Society for Consumer Psychology (SCP) Conference
  
- 2008**
  - International Colloquium in Relationship Marketing (ICRM) Conference
  - International Conference for Electronic Business (ICEB)
  - Australia and New Zealand Marketing Academy Conference (ANZMAC)
  - Inter-Collegiate Business Competition (ICBC) Case Reviewer
  
- 2007**
  - Administration Sciences Association of Canada (ASAC) Conference
  
- 2005-2007**
  - International Journal of Internet Marketing and Advertising (IJIMA)
- 2005**
  - Relationship Marketing Segment of 34<sup>th</sup> EMAC Conference
  - Academy of Marketing Conference
  
- 2003**
  - 11<sup>th</sup> International Colloquium in Relationship Marketing
  
- 2002-2007**
  - International Journal of Electronic Commerce
  
- 2001**
  - AMA Winter Educator Conference (AMA)
  - International Conference on Information Systems (ICIS)

## **Professional Memberships**

- American Marketing Association (AMA)
- Direct Marketing Educational Foundation (DMEF)
- Marketing Management Association
- Academy of Marketing Science (AMS)
- International Entrepreneurship Scholars Network

# Business Contributions

## Work Experience – Consulting & Business Presentations

- 2013
- **The Telegram:** Assistance with the development of a Digital & Social Media Strategy and Social Media Policy.
  - **Eastern Health:** Social Media Strategy and Deployment Review.
  - **Canadian Electrical Association Meeting:** “Intro to Social Media for Electrical Utilities”
  - **Ontario Association of Residences Treating Youth (OARTY):** “So-Lo-Mo (Social-Local-Mobile); Strategic Imperative for Connecting with Today’s Youth”
  - **Best Start Network (District of Parry Sound):** Training day on the use of Social Media and E-Marketing to communicate effectively with today’s youth.
  - **Newfoundland and Labrador Organization of Women Entrepreneurs (NLOWE):** “Digital & Social Media Marketing Strategy”
  - **Newfoundland and Labrador Association of Technical Industries (NATI) Knowledge Summit:** So-Lo-Mo; Strategic Imperative for a Global Vision with Local Success
  - **Gardiner Centre – Advanced Leadership Program:** “Developing Your Personal Brand”
  - **Gardiner Centre – Physician Leadership Program:** “Intro to Social Media for Physicians”
  - **Gardiner Centre – Memorial University (2 certificates):** Social Media and E-Marketing Certificate (6 Module Certificate – Social Media Strategy, Intro to Facebook, Intro to Blogging & Twitter, Intro to LinkedIn, Intro to Mobile & Location Based Marketing, Intro to YouTube)
  - **Sprott School of Business – Carleton University (1 certificate):** Social Media and E-Marketing Certificate (6 Module Certificate – Social Media Strategy, Intro to Facebook, Intro to Blogging & Twitter, Intro to LinkedIn, Intro to Mobile & Location Based Marketing, Intro to YouTube)
  - **Gardiner Centre – Memorial University (1 certificate):** Website & Direct E-Marketing Certificate (6 Module Certificate – Web Design, Email Marketing, Search Engine Optimization, Google Analytics, PPC Marketing with Google & Bing and Social Search with Google+)
  - **Gardiner Centre – Memorial University (1 certificate):** Advanced Social Media Certificate (6 Module Certificate – Advanced Strategy Engagement, Social CRM and Customer Experience Management, Metrics and Measurement 1, Metrics and Measurement 2, Content Aggregators HootSuite, Emerging Channels)
  - **Sprott School of Business – Carleton University (1 certificate):** Advanced Social Media Certificate (6 Module Certificate – Advanced Strategy Engagement, Social CRM and Customer Experience Management, Metrics and Measurement 1, Metrics and Measurement 2, Content Aggregators HootSuite, Emerging Channels)
  - **Gardiner Centre – Memorial University (6 Power Workshops):** Google+, HootSuite, Google AdWords, Google Analytics, YouTube, Facebook.
- 2012
- **Hanlon Realty, St. John’s, NL:** Assistance with the development and deployment of a Digital & Social Media Strategy and Social Media Policy. Social Media Certificate to train agents and staff on the effective utilization.
  - **Department of Fisheries & Oceans, Government of Canada, NL:** Assistance with the development and deployment of a Digital & Social Media Strategy and Social Media Policy.
  - **The Telegram, St. John’s, NL:** Social Media Certificate in preparation for development of Social Media Strategy.
  - **Student Recruitment – Memorial University:** Assistance with developing and deploying on Google+ for student recruitment.
  - **The Rooms:** Google Analytics Power Workshop.
  - **Newfoundland Power:** Social Media Strategy Review and Consultation.
  - **Newfoundland Liquor Corporation:** Overview discussion on the role of social media.
  - **Wedgewood Insurance:** “Enhancing Engagement in the Insurance Industry through Social Media”
  - **Newfoundland & Labrador Tourism, St. John’s, NL:** “Intro To Social Media” training session.
  - **Community Business Development Corporation (CBDC) of Trinity Conception:** Digital Marketing Lunch & Learn.
  - **Gardiner Centre – Memorial University (6 certificates):** Social Media and E-Marketing Certificate (6 Module Certificate – Social Media Strategy, Intro to Facebook, Intro to Blogging & Twitter, Intro to LinkedIn, Intro to Mobile & Location Based Marketing, Intro to YouTube)

## Work Experience – Consulting & Business Presentations (continued)

- 2012 (cont)**
- **Gardiner Centre – Memorial University (2 certificates):** Website & Direct E-Marketing Certificate (6 Module Certificate – Web Design, Email Marketing, Search Engine Optimization, Google Analytics, Google AdWords & Bing AdExcellence, and Social Search with Google+)
  - **Gardiner Centre – Memorial University (1 certificate):** Advanced Social Media Certificate (6 Module Certificate – Advanced Strategy Engagement, Social CRM and Customer Experience Management, Metrics and Measurement 1, Metrics and Measurement 2, Content Aggregators HootSuite, Emerging Channels)
  - **Gardiner Centre – Memorial University (2 Power Workshops):** Google+, HootSuite.
- 2011**
- **The Telegram:** “Introduction to Social Media and the Newspaper Industry”
  - **Gardiner Centre – Memorial University:** “What is Google+ and Why Should I/My Company Care?”
  - **Gardiner Centre – Memorial University (6 certificates):** Social Media and E-Marketing Certificate (6 Module Certificate – Social Media Strategy, Intro to Facebook, Intro to Blogging & Twitter, Intro to LinkedIn, Intro to Mobile & Location Based Marketing, Intro to YouTube)
  - **Gardiner Centre – Memorial University (2 certificates):** Website & Direct E-Marketing Certificate (6 Module Certificate – Web Design, Email Marketing, Search Engine Optimization, Google Analytics, Google AdWords, Bing AdExcellence)
  - **Gardiner Centre – Memorial University (1 certificate):** Advanced Social Media Certificate (6 Module Certificate – Advanced Strategy Engagement, Social CRM and Customer Experience Management, Metrics and Measurement 1, Metrics and Measurement 2, Content Aggregators HootSuite, Emerging Channels)
- 2010**
- **St. John’s International Airport Authority:** “Social Media Introduction and Application”
  - **NLADE 2010 Conference Presentation:** “Social Media: The Digital Village”
  - **Gardiner Centre – Memorial University:** Social Media and E-Marketing Certificate (6 Module Certificate – Social Media Strategy, Intro to Facebook, Intro to Blogging & Twitter, Intro to LinkedIn, Intro to Mobile & Location Based Marketing, Intro to YouTube)
- 2009**
- **IDEA Factory Staff Presentation:** Intro to Web 2.0 Marketing Techniques
  - **Gardiner Centre – Memorial University (1 Seminar):** E-Marketing Module 2 – Retaining Customers
  - **De-Mystifying E-Marketing – Gardiner Centre – Memorial University (2 Seminars):** Gander and Corner Brook
- 2008**
- **De-Mystifying E-Marketing – Gardiner Centre – Memorial University (2 Seminars):** St. John’s and The Wilds
  - **Gardiner Centre – Memorial University (1 Seminar):** Intro to E-Marketing – Module 1
- 2004**
- **Center For Management Development – Memorial University (2 Seminars):** PIPEDA – The Next Step: Strategies for Achieving Organizational Benefits Under the Federal Privacy Legislation
- 2000-2002**
- **Queen’s Executive Development Program:** Group Facilitator Leadership Module
- 2000**
- **New Management Network, Kingston, Ontario, Canada:** Annual meeting of a group of independent management consultants. Planned, prepared and delivered a weekend workshop on e-business opportunities and challenges for consulting practitioners.
  - **Queen’s University, Kingston, Ontario, Canada:** Research Assistant

## Webinars

1. Wetsch, L. (2013), “Social Media: It is Essential for Your Organization, But What is Important and How Do You Get Started?”, Atlantic Presenters Association.
2. Wetsch, L. (2013), “Social Media: A Strategic Necessity for ALL Organizations”, Conference Board of Canada Executive Network.
3. Wetsch, L. (2012), “Social Media: High Risk or High Reward, You Be The Judge”, Conference Board of Canada Strategic Risk Council Webinar.

## In The Media

- 2013**
- Interviewed on CBC Radio Morning Show on “Politicians use of Social Media”, April 19, 2013
  - Interviewed on CBC Television on “Political Engagement on Social Media”, April 19, 2013
  - Interviewed on NTV News on “Social Media by Government Officials”, April 17, 2013
  - Interviewed on CBC Radio Morning Show on “Use of Memes on Social Media for Government Commentary”, April 12, 2013
  - Article in The Telegram, “Cutting-Edge Course: MUN Prof Enjoys Challenge of Teaching Online Marketing”, March 30, 2013
- 2012**
- Quoted on HootSuite Blog, “From the Boardroom to the Classroom: Empower Your Students for Social Success”, Dec 12, 2012
  - Interviewed on CBC Television “On Point” on the use of Social Media by politicians.
  - Quoted in The Telegram “Hard for Businesses to Stay Off Google Plus: MUN Prof”, Sept 8.
  - Article in The Telegram “MUN Team Earns \$10,000 for Non-Profit in Google Contest”, Sept 5.
  - Quoted in Moncton Times & Transcript “Social Media Presents Growing Challenge for Legal System”, July 19.
  - Interviewed by NTV News for a special on cyber-bullying.
  - Quoted in The Telegram article “Businesses Tap Into Success with Social Media”, July 18.
  - Quoted in Status Update in The Western Star “Facebook More Popular than Democracy and Newfoundland and Labrador”. March 24.
  - Interviewed by CBC Radio and quoted in CBC News article “Customer Tweets to Victory in Rogers Cell Service Battle”, March 24.
  - Interviewed by The Telegram on “Why We Like Facebook”, March 24.
  - Quoted in The Telegram article “Do You Follow Me”, Feb 11.
  - Article in The Telegram “MUN Professor Among Top on Twitter Internationally”, Feb 14.
- 2011**
- Muse article on “The Social Media Revolution”, Nov.
  - Interviewed by the Western Star newspaper on Social Media Training
  - TV Interview on CBC on the role of social media during election campaigns.
  - Radio Interviews on CBC Corner Brook, CBC Gander and VOXM after being identified as one of the “Top 100 Marketing Profs on Twitter”
  - Quoted in Telegram Newspaper article after being identified as one of the “Top 100 Marketing Profs on Twitter”
- 2009**
- Quoted in Yahoo Canada Online article, “Tech-savvy Educators Opening New Worlds to Students via Virtual Classrooms”, March 2009.
  - Quoted in Dusan Writers Metaverse Blog, “Canadian Educators Flood Second Life”, January 29, 2009.
  - Quoted in TheRecord.com, “More Schools Embrace Virtual Classrooms; Universities Look to Online Teaching to Help Reach New Generation of Tech-savvy Students”, January 28, 2009.
  - Quoted in Quelp Mercury, “Old School Going New School”, January 27, 2009.
  - Quoted in Globe and Mail, “Educators Reach Out to More Students Through the Virtual World”, January 27, 2009.
  - Quoted in McLean’s Magazine, “Tech-savvy Educators Connect via Virtual Classrooms”, January 26, 2009.
  - Quoted in the Toronto Sun, “Where School’s Out of This World; Learning and Earning a Degree on the Net”, January 24, 2009.
  - Quoted in CTV.ca Article, “Techy Educators Opening New Worlds to Students”, January 25, 2009.
  -
- 2008**
- Quoted in Metaverse Journal, “Out of Consumer Error – Insert More Consumers”, November 19, 2008.
  - Interviewed for *Atlantic Business Magazine* on use of Second Life in Education
  - Completed two interviews for CBC radio on the use of ‘Second Life’ in B6004, Channels and Internet Marketing Course
  - Completed a TV interview with the Rogers TV program “Out of the Fog” on Second Life and Virtual Worlds
  - Profiled in an article in the January 10<sup>th</sup> edition of the Gazette on Alternative Education, on the use of Second Life in teaching

## *References Available Upon Request*