

Kendrick Wayne Brunson
Assistant Professor of Business – Marketing
Liberty University School of Business
1971 University Boulevard
Lynchburg, Virginia 24502
Office: 434-592-4479

Education

Candidate, PhD Business Administration – Marketing, Northcentral University, 2007-2009.
Dissertation: *Exploring the Perceptions of Educational Quality by Undergraduate Residential Business Majors*. Anticipated completion, June 2009.

Masters Business Administration, Babcock Graduate School of Management, Wake Forest University, 1981-1983, Thesis: *Future Role of Management Education in a Corporate Environment*

Bachelor of Arts, Speech/Drama, Carson-Newman College, 1968-1972.

Academic Experience

Liberty University, Lynchburg, Virginia, 2006-Current, Assistant Professor of Business – Marketing. Teach Principles of Marketing, Promotional Strategy, Marketing Management, Small Business Entrepreneurship, and Internet Marketing. Serve as faculty advisor for Liberty University American Marketing Association (AMA) Collegiate Case Competition Team. Serve on the Senate committee for Faculty Development and Welfare, 2008-Current.

Abundant Life Christian Academy, Hillsborough, North Carolina, 2003-2006, Administrator. Supervised the curriculum design and classroom performance of the faculty in grades Pre-Kindergarten through 12th grade.

Durham Technical Community College, Durham, North Carolina, 1999-2001, Instructor. Taught *Introduction to Business* course for three semesters.

GTE South, Durham, North Carolina, 1983-1987, Training Manager – Management Development. Supervised the curriculum development and classroom performance of the company's management development instructors. Occasionally taught in the classroom. Served as organizational development advisor to company's Vice-President of Sales & Marketing.

GTE South, Durham, North Carolina, 1979-1983, Management Development Instructor. Taught classes to all levels of managers from first-level supervisors through company executives in the subjects of human resource issues, performance appraisal, finance and accounting for non-financial managers, supervisory techniques, principles of business and communications. Developed curriculum for these classes.

Summary of Courses

Principles of Marketing (BUSI 330) covers the span of marketing activities at an introductory level. Topics include analyzing markets; customer behavior; new product development; strategies in pricing, promotion, product, and channel distribution; internet-based marketing; global marketing; and societal marketing concepts.

Promotional Strategy (BUSI 430) covers the specific areas involved in the five primary Integrated Marketing Communications (IMC) promotional areas: advertising, sales promotion, direct marketing, public relations/publicity/corporate advertising, and personal sales. Students participate in a group competition to “win” the advertising campaign from an actual organization.

Marketing Management (BUSI 433) covers the same areas as Principles of Marketing except at the strategic organizational level. Students evaluate case studies from the Chief Marketing Officer (CMO) perspective. Topics include understanding market opportunities, consumer buyer behavior, organizational/industrial buyer behavior, differentiation and positioning, strategies for new and growing markets, and strategies for mature and declining markets.

Small Business Entrepreneurship (BUSI 435) covers the principles of establishing a small enterprise for the student who has a vision for owning his/her business someday. Topics include business feasibility analysis, organizing the enterprise, legal considerations, market analysis, industry analysis, obtaining financing, and writing a business plan. Successful Christian entrepreneurs serve as guest lecturers. The students participate in teams to create an enterprise from one of the team member’s concepts. A venture capitalist judges the final business plans and awards the best plan at the end of the term.

Internet Marketing (BUSI 436) covers the concepts of establishing retail and commercial business via the worldwide web. Topics include Business-to-Consumer (B2C), Business-to-Business (B2B), Consumer-to-Consumer (C2C), creating community, enhancing the customer experience, privacy issues, security issues, payment methods, and web page design. Students participate in weekly laboratory assignments designed to evaluate current conditions on the internet that represent good, bad, and even ugly applications. Students compete in teams for the winning e-business plan and website design for an actual organization.

AMA Case Competition Team (BUSI 497) offers the eight best senior marketing students the opportunity to represent Liberty University in a national competition with the leading undergraduate business schools. Students write a marketing plan for the company selected each year by the American Marketing Association using principles they have learned in their collegiate career with a marketing specialization. The case includes market research, analysis, and written communications. Should the team score in the top eight teams nationally, 4-5 members will travel to the national AMA convention in the spring to compete for the national title based on their oral presentation.

Church Management Certificate – Promotion Section (BUSI 450) combines the curriculum from the marketing specialization into a narrow focus on communicating the mission, vision, and

goals for a local church. Topics include identifying the market needs, identifying the “personality” of the local church, establishing a campaign theme, and implementing the promotional strategy to include web-based outreach. Students will write a marketing plan for a church of their choice to include a virtual church that exists only in the creative minds of the future pastor.

Published Journal Articles

Liberty Business Review, 2008, Volume 6, Number 1, *Electronic Textbooks: An Empirical Study of Adoption Potential*

Non-academic Work Experience

1987-2003, Sales & Marketing positions, GTE South, Durham, North Carolina, until retirement. Positions held: product manager, sales, applications specialist, network sales engineer, project manager (4 projects), regional sales manager, and marketing manager.

1977-1979, Service Supervisor, GTE South, Virginia-West Virginia Division, Grundy, Virginia, supervising 11 union employees in the Buchanan County Service Office.

1976, Loan Adjustment Officer, Georgia Railroad Bank, Augusta, Georgia.

1973-1976, United States Army Signal Corps, 1st Lieutenant, Fort Gordon, Georgia. Positions held: Signal Center Platoon Leader, Recruiting Officer, Battalion Assistant Adjutant, and Special Projects Leader for Division Commander. Served two one-year assignments on the General’s Court Martial.

Commendations

Durham Technical Community College, Teacher Award, 2000

GTE Winners’ Circle (National Sales Award), 1994

GTE National Sales Engineer of the Year, 1992

GTE Winners’ Circle (National Sales Award), 1992

Outstanding Young Men of America, 1979

Carson-Newman College, Best Actor Award, 1969, 1970

State of Florida Winner in Southern Baptist Young Speakers’ Tournament, 1967

Memberships

Sigma Beta Delta, National Honor Society in Business, Management, and Administration,
2007 until Current

American Marketing Association, 2006 until Current

University Service

Faculty Advisor, Liberty University American Marketing Association Collegiate Case Competition Team, 2006 until Current
Senate Committee on Faculty Development & Welfare, 2008 until Current

Community Service

Consultant pro bono for numerous local businesses via the Promotional Strategy course (BUSI 430) and the Internet Marketing course (BUSI 436). Past clients include: Wheel Power Ministry, Central Virginia Marriage Alliance, Central Virginia Home Magazine, Bedford Christian Academy, Commonwealth Attorney's Office – Lynchburg, N3C Oceanic, Cedar Grove Golf Course, Ivy Hill Golf Club, hotel management group of the Wingate Inn and Days Inn – Lynchburg, Rivermont Mailbox Company, Arte Del Capelli Salon and LaLiD's Boutique. 2006 until Current

Secretary, Durham County Republican Party, three years
President, Full Gospel Businessmen's Fellowship, Durham/Chapel Hill Chapter, 1986-1988
Vice-President, FGBMF, 1985-1986
Assistant Teaching Director, Community Bible Study, Durham, NC, 1983-1986

Church Service

Licensed minister, licensed by Abundant Life Church, Hillsborough, NC, 2004
Church Council Member, Abundant Life Church, 2000-2006
Finance Committee Member, Abundant Life Church, 2001-2006
Missionary to Windhoek, Namibia (southwest) Africa, 2000-2001 (two short-term missions)
Adult Sunday School Teacher, Abundant Life Church, 1998-2003
Elder, Grace Church, Chapel Hill, NC, 1986-1990
Assistant Deacon, First Baptist Church, Durham, NC, 1984-1985
Adult Sunday School Teacher, First Baptist Church, 1983-1985
Young Couples Sunday School Teacher, Greystone Baptist Church, Durham, NC, 1980-1982
Music Leader, Grundy Baptist Church, Grundy, VA, 1978-1979
Young Adult Sunday School Teacher, Grundy Baptist Church, 1978-1979