

Dr. Mary Jo “Jody” Hirschy
Professor of Marketing, Chair of the Business Department

Educational Background

Ph. D., Regent University, Virginia Beach, VA, May 2012
Major: Organizational Leadership, emphasis in Global Leadership
Dissertation Title: Servant Leadership in China: An Exploration of Servant Leadership, Humane Orientation, and the Confucian Doctrine of Jen

M.A., DePaul University, Chicago, IL, May 2003
Major: Corporate & Multicultural Communication

B.A., DePauw University, Greencastle, IN, May 1997
Major: Communications Arts & Sciences
Minor: German Language

Recognition and Honors

Teaching Excellence and Campus Leadership Award, Taylor University
(September 4, 2020)

Dr. Joseph Burnworth Teaching Excellence Award, Taylor University. (May 8, 2008)

Teaching Experience:

Professor, Taylor University, Upland, IN (September 2022 – Present)

Associate Professor, Taylor University, Upland, IN (September 2015 – May 2022)

Assistant Professor, Taylor University, Upland, IN (September 2008 – May 2015)

Instructor of Marketing, Taylor University, Upland, IN (September 2005 - May 2008)

Adjunct Instructor, Taylor University, Upland, IN (September 2004 - May 2005)

Courses Taught:

MGT 201, Introduction to Business
MGT 393, Practicum
MKC 492, Internship
MKT 231, Principles of Marketing

MKT 312, Professional Selling
MKT 313, Retailing and Services Marketing
MKT 345, Selected Topics in Marketing
MKT 393, Practicum
MKT 410, Marketing Research
MKT 412, Advertising and Promotion Strategy
MKT 445, Best Practices in Marketing
MKT 450, Directed Research
MKT 460, Consumer Behavior

Non-Credit Instruction:

Guest Lecture, Dr. Cramer, Foundations of Christian Thought, 400 students
(December 2014)

Guest Lecture, Dr. Mary Muchiri, Corporate Communications, 30 students.
(October 2009)

Guest Lecture, Dr. Mary Muchiri, Corporate Communications, 30 students.
(October 2007)

Guest Lecture, Professor Kathy Bruner, Media Communications, 20 students.
(March 2007)

Directed Student Learning:

Supervised Research, "Social Media Strategy for the Future" (August 2016 –
December 2016) Advised: Matthew Kalustian

Supervised Research, "Social Media Strategy Research" (February 2015 – May
2015) Advised: Scott Collins

Supervised Research, "School of Business: Promotional Strategy" (February
2011 - May 2011) Advised: Hailey Fitzpatrick

Supervised Research, "School of Business: Promotional Strategy" (August 2011
– December 2011) Advised: Laura Convy

Supervised Research, "Marketing Communications Research" (August 2010 -
May 2011) Advised: Amanda Steinbeck

Supervised Research, "Consumer Behavior Research" (February 2010 - May
2010) Advised: Nicole Miller

Supervised Research, "School of Business: Social Media Strategy" (January
2010 - May 2010) Advised: Benjamin Evans

Supervised Research, "School of Business: Social Media Strategy" (August 2009 - December 2009) Advised: Jessica Ford

Supervised Research, "School of Business: Marketing Communications Research," Marketing. (February 2009 - May 2009) Advised: Anthony B. Pantello

Supervised Research, "School of Business: Marketing Communications Research," Marketing. (February 2009 - May 2009) Advised: Brian A. Salmon

Professional Experience

Advertising Executive, Time Inc., Chicago, IL (April 2000 - May 2004)

- Created and executed strategic marketing partnerships to reinforce brand message
- Built and maintained solid client relationships with marketing, agency, and PR teams
- Delivered unparalleled customer satisfaction by exceeding client expectations
- Managed \$3+ million dollars in annual sales, increasing revenue 30% annually

Media Planner/Buyer, Leo Burnett, Chicago, IL (June 1998 - April 2000)

- Established and executed client objectives, strategies, and communication goals
- Led team in creating media plans that effectively communicated brand messages
- Negotiated print, television, radio, and outdoor media buys on behalf of clients
- Managed allocation of \$30+ million annual media budgets

Marketing Communications Associate, Bechtel, London, England (August 1997 – March 1998)

- Assimilated into a global working environment and strengthened global relations
- Created marketing materials for Bechtel offices in India and Kazakhstan
- Conducted cultural employee orientation sessions regarding India and Kazakhstan
- Arranged employee visas, passports, and travel to India and Kazakhstan

Professional Memberships

American Marketing Association (September 2005 - Present)

Christian Business Faculty Association (September 2005 - Present)

Accreditation Council of Business Schools and Programs (September 2015 – Present)

Professional Meetings Attended

Christian Business Faculty Association Annual Conference, Nashville, TN
(October 2021)

Christian Business Faculty Association Annual Conference, Siloam Springs, AR
(October 2019)

Christian Business Faculty Association Annual Conference, Chattanooga, TN
(October 2018)

Christian Business Faculty Association Annual Conference, San Diego, CA
(October 2017)

Accreditation Council for Business Programs National Conference, Anaheim, CA
(June 2017)

Council of Independent Colleges Department Chairs Workshop, Kansas City, KS
(May 2017)

Accreditation Council for Business Programs Deans and Department Chairs
Symposium, Chicago, IL (September 2016)

Accreditation Council for Business Programs National Conference, Atlanta, GA
(June 2016)

Accreditation Council for Business Programs Great Lakes Regional Conference,
Tiffin, OH (October 2015)

Accreditation Council for Business Programs National Conference, Philadelphia,
PA (June 2015)

Christian Business Faculty Association Annual Conference, Nashville, TN
(October 2014)

Midwest Scholars Conference, Indianapolis, IN (March 2014)

Christian Business Faculty Association Annual Conference, Bourbonnais, IL
(October 2013)

Allied Academies International Conference, Las Vegas, NV (October 2012)

Annual Roundtables of Leadership Research and Practice, Virginia Beach, VA
(May 2010)

Annual Roundtables of Contemporary Research and Practice, Virginia Beach,
VA (May 2010)

American Marketing Association Educator's Conference, Houston, TX (February
2008)

Christian Business Faculty Association Annual Conference, Dayton, OH (October
2006)

Christian Business Faculty Association Annual Conference, San Diego, CA
(October 2005)

Papers Presented

Hirschy, J., Little, J., Bates, M., Sherlock, J., Stuckey, A., & Poucher, D. Christian
Business Faculty Association Annual Conference, "Improving Classroom
Effectiveness in Real-time Through Formative Feedback" Nashville, TN.
(October 1, 2021).

Little, J., Hirschy, J. & Eversole, D. Christian Business Faculty Association
Annual Conference, "A 'Fresh' Approach to Business Advisory Council
Service." Chattanooga, TN. (October 6, 2018).

Little, J., Sherlock, J., Hirschy, J. & Spoutz, D. (student), Christian Business
Faculty Association Annual Conference, "Using Project Management to
Acquire ACBSP Accreditation." San Diego, CA. (October 20, 2017).

Hirschy, J. "The Marketing Capstone Course: A Unique Approach for Faith
Based Institutions" Nashville, TN. (October 10, 2014).

Hirschy, J. & Costerisan, H. (student), Midwest Scholars Conference, "Do Writing
Fellow Programs Improved Students' Writing? An Exploratory Study."
Indianapolis, IN. (March 14, 2014)

Hirschy, J., Allied Academies International Conference, "Servant Leadership,
Humane Orientation and the Confucian Doctrine of Jen," Allied Academies,
Las Vegas, NV. (October 10, 2012)

Hirschy, J., Annual Roundtables of Leadership Research & Practice, "Servant
Leadership: A Case Study of Youth for Christ India," Regent University,
Virginia Beach, VA. (May 2010)

Hirschy, J., Leadership Conclave, "Servant Leadership: A Case Study of Youth for Christ India," Regent University, Virginia Beach, VA. (May 2010)

Hirschy, J., Annual Roundtables of Contemporary Research & Practice, "Servant Leadership: A Case Study of Jamaica Link Ministries," Contemporary Research & Practice, Regent University. Virginia Beach, VA. (May 17, 2008)

Publications

Hirschy, M. J., Gomez, D., Patterson, K., & Winston, B. E. (2014). Servant leadership, humane orientation, and Confucian doctrine of Jen. *Academy of Strategic Management Journal* 13(1) 97-112.

Hirschy, J. (2011). Virtual Team Leadership: A Case Study in Christian Higher Education. *Christian Higher Education*, 10(2).

Contracts, Grants and Sponsored Research

Hirschy, J. "Critical Thinking" Sponsored by the Bedi Center for Teaching and Learning Excellence, Taylor University, \$200.00. (May 2017)

Hirschy, J., "Critical Thinking," Sponsored by Bedi Center for Teaching and Learning Excellence, Taylor University, \$500.00. (May 2016)

Hirschy, J., "The Business Practicum: Emerging Issues and Practical Implications" Sponsored by the Calling and Career Office, Taylor University, \$500.00 (May 2015)

Hirschy, J., "Writers' Retreat," Sponsored by Bedi Center for Teaching and Learning Excellence, Taylor University, \$500.00. (May 2014)

Hirschy, J., "Re-design of MKT 231 Bb Site for Optimal Learning," Sponsored by Educational Technology Center, Taylor University, \$500.00. (May 2010)

Hirschy, J., "Marketing Research: Application Initiatives," Sponsored by Bedi Center for Teaching and Learning Excellence, Taylor University, \$500.00. (May 2008)

Hirschy, J. *Rooted Advertising Campaign*, Legacy of Truth Ministries (January – June 2008)

Professional Growth Activities

Wiley Educational Services, "Closing the Skills Gap" (September 19, 2019)

ACBSP Webinar. "Record Graduate Growth Rates through Faculty Led Recruitment and Retention Strategies" (March 12, 2019)

BCTLE Event, "Cheating Matters: Fostering a Learning Environment that Discourages Academic Dishonesty" (February 28, 2019)

BCTLE Event, "How to be a great Advisor" (October 15, 2018)

Cengage Virtual Event, "What do Old Polar Bears and Great Teachers Have in Common? They Know How to Break the Ice" (August 8, 2018)

BCTLE Event, Educational Issues Seminar, "Integration of Faith and Learning: A Discussion of Practical Ideas for our Classrooms" (February 15, 2018)

BCTLE Event, "Vulnerability in Teaching and Learning" (September 21, 2017)

BCTLE Event, "Making Time for a Balanced Life: Conversations with Self" (September, 18, 2017)

Council for Independent Colleges Department Chairs Workshop, Kansas City, KS (May 23 – 25, 2017)

Colleagues College. Conference focused on concepts and techniques for balancing work with rest (August 23 – 25, 2016)

BCTLE Event, "Neuroscience and the Soul" (September 15, 2016)

ACBSP Deans Symposium, Chicago, IL (September 16–17, 2016)

Educational Issues Seminar, "Small Changes in Teaching with a Big Payoff" (February 16, 2017)

Faculty Lunch with Dr. Os Guinness (March 29, 2017)

BCTLE Event, Educational Issues Seminar (February 2017)

BCTLE Event, "The Future of the Brain"

BCTLE Event, Faculty Enrichment Lunch. "Identity Intersection: President-Elect Lowell Haines" (May 12, 2016)

BCTLE Event, "Coaching Student Presentations" (April 20, 2016)

BCTLE Event, Faculty Enrichment Lunch. "Workshop on vocation with Chris Armstrong of OPUS: *The Art of Work*" (March 10, 2016)

BCTLE Event, Educational Issues Seminar. "Getting Feedback on our Teaching: Giving Feedback to our Colleagues" (February 18, 2016)

BCLTE Event, "Faculty Reading Group: *Faith and Learning: A Practical Guide for Faculty*". (November 4, 2015; December 2, 2015)

BCTLE Event, "Department Chair Session with Dr. Bedi" (December 4, 2015)

BCTLE Event, Faculty Enrichment Lunch. "Writers workshop with John Wilson of *Books and Culture*" (October 8, 2015)

BCTLE Event, "Writing Book Reviews for Academic Journals and Popular Magazines" (September 29, 2014)

BCTLE Event, "Faculty Enrichment Lunch: A Celebration of Teaching Success" (May 15, 2014)

BCTLE Event, "Faculty Enrichment Lunch: Identity Intersections" (May 14, 2014)

BCTLE Event, "Educational Issues Seminar: The Boyer Model" (April 17, 2014)

BCTLE Event, "Faculty Enrichment Lunch: Identify Intersection with Art White" (April 10, 2014)

BCTLE Event, "Faculty Enrichment Lunch: Scholarship of Teaching and Learning Workshop" (April 9, 2014)

BCTLE Event, "Faculty Reading Seminar: *The New Science of Learning*" (March 6, 2014; April 3, 2014; May 1, 2014).

BCLTE Event, "Faculty Reading Seminar: *Lean In: Women, Work, and the Will to Lead*". (January 10, 2014; January 17, 2014; January 24, 2014)

BCTLE Event, "Emerging Issues in Internships/Practicums" (January 2014).

BCTLE Event, "Faculty Enrichment Lunch: Identity Intersection with Mary Muchiri" (December 5, 2013)

BCTLE Event, "Faculty Introduction to the New IAS 110" (October 7, 2013)

BCTLE Event, "Educational Issues Seminar: The Timeless Wisdom of Milo Rediger" (September 19, 2013)

BCTLE Event, "Faculty Enrichment Luncheon: What will Higher Education Look Like in Ten Years?" (April 11, 2013)

BCTLE Event, "Faculty Enrichment Luncheon: Moral Points of View: Teaching Students Diverse Ethical Perspectives" (February 14, 2013)

BCTLE Event, "Faculty Enrichment Luncheon: International Travel Reports" (December 6, 2012)

BCTLE Event, "Sabbatical Reports Faculty Enrichment Luncheon" (September, 13 2012)

BCTLE Event, "Educational Issues Seminar" (2011 - 2012)

BCTLE Event, "Faculty Enrichment Luncheons" (2011 - 2012)

ETC Training, "Technology for Teaching Conference" (August 16 – 17, 2012)

BCTLE Event, "Best Practices for Preparing Students Professionally In and Out of the Classroom" (April 24, 2012)

BCTLE Event, "Lecturing Masters Panel" (April 10, 2012)

BCTLE Event, "Andy Crouch Discussion" (February 23, 2012)

BCTLE Event, "Lecturing Masters Panel" (November 15, 2011)

BCTLE Event, "Forming and Managing Cooperative Learning" (November 8, 2011)

ETC Training, "Technology for Teaching Conference" (August 18 – 19, 2011)

Blackboard Certification Program. (February 2010 – May 2010)

Online Instructional Design Certification (February 2010 – May 2010)

BCTLE Event, "Faculty Enrichment Luncheons" (2009 - 2010)

BCTLE Event, "Improving Student Writing by Improving Writing Assignments" (November 16, 2010)

BCTLE Event, "Connect Learning with Curriculum Mapping" (November 3, 2010)

ETC Training, "Technology for Teaching Conference" (August 19 - 20, 2010)

BCTLE Event, "It's Time to Crack the Case" (October 19, 2009)

BCTLE Event, "The Development of a Christian Academic Career" (October 1, 2009)

ETC Training, "Faculty "Quick-Hit" Workshops" (August 21, 2009)

BCTLE Event, "Educational Issues Seminars" (September 2008 - May 2009)

BCTLE Event, "Leonard Allen Visit and Luncheon" (March 12, 2009)

BCTLE Event, "Faculty Enrichment Luncheon: Faculty Research and Technology to Enhance Student Learning" (September 11, 2008)

BCTLE Event, "Teaching Square" (February 2007 - May 2007)

Professional Presentations

Hirschy, J., Faculty Inquiry Workshop, "Coaching Students for Effective Presentations," Bedi Center for Teaching and Learning Excellence, Taylor University. Upland, IN. (May 3, 2017)

Hirschy, J., ACBSP Great Lakes Regional Conference, "Improving Student Writing in Business through Writing Fellow Programs." Tiffin, OH. (October 23, 2015)

Hirschy, J. & James, S. Faculty Reading Seminar "*Lean In: Women, Work, and the Will to Lead*", Bedi Center for Teaching and Learning Excellence. Taylor University, Upland, IN. (January 10, 2014)

Hirschy, J., Indiana Forum for Research Administration Annual Conference, "The Key to Unlocking Your Potential: Find a Mentor," Indiana Forum for Research Administration, Ball State University, Muncie, IN. (August 9, 2012)

Hirschy, J., Faculty Luncheon: Technology Workshop, "Effective Use of NBC & YouTube Videos," Center for Teaching and Learning Excellence and Educational Technology Center. Taylor University, Upland, IN. (April 12, 2012)

Hirschy, J., Faculty Inquiry Workshop, "Lecturing Masters Panel," Center for Teaching and Learning Excellence, Taylor University. Upland, IN. (April 10, 2012)

Hirschy, J., Leadership Exploration for Women, "Women and the Labyrinth of Leadership: One Woman's Perspective," Taylor University, Honeywell Center, Walbash, IN. (June 22, 2011)

Hirschy, J., Faculty Inquiry Workshops, "Forming and Managing Cooperative Learning Groups," Center for Teaching and Learning Excellence, Taylor University, Upland, IN. (November 8, 2010)

Hirschy, J., Bird, S. P., Friesen, G. W., Technology for Teaching, "Using Bb to Facilitate Group Projects, Web Pages, and Convenient Sign-Up Sheets," Taylor University, Upland, IN. (August 2010)

Hirschy, J., National Student Leadership Conference, "Women and the Labyrinth of Leadership: Tips for Advancement and Success," Taylor University, Upland, IN. (April 2010)

Hirschy, J., Association of Insurance and Financial Advisors, "Marketing for Competitive Advantage," Northwestern Mutual Financial Network, Marion, IN. (February 2010)

Case, J. S., Hirschy, J., Meyer, C. L., ICI Instructional Technology Summit, "Blackboard, Wikis, and Blogs," ICI, Taylor University. Upland, IN. (August 14, 2009)

Sisson, C. B., Case, J. S., Hirschy, J., Technology in Teaching, "Using Wikis and Blogs in the classroom," Taylor University. Upland, IN. (August 14, 2009)

Bird, B. J., Hirschy, J., Colleagues College, "Course Design," Taylor University. Upland, IN. (August 2008)

Hirschy, J., International Association of Business Communicators, "Effective Marketing Communications," Taylor University. Upland, IN (April 2008)

Hirschy, J., Taylor Association of Business Students Conference, "Marketing Your Skills in an Ever Changing Environment", Taylor University, Upland, IN. (March 11, 2006)

Hirschy, J., Innovative Network New Ventures Workshop, Innovative Network. Marion, IN. (January 2006)

Institutional Service

Committee Member, Strategic Planning Committee (2021-2022)

Committee Member, University Branding Committee (2021-2022)

Participant and Presenter, 175th Commission (2021-2022)

Chapel Address (September 3, 2021)

Committee Member, Vice President for Marketing Search (2020 – 2021)

Committee Chair, Curriculum Management Committee: School of Social Sciences, Education, and Business (August 2019 – January 2021)

Taylor University Parents Council Roundtable Discussion (March 9, 2018)

BCTLE New Faculty Mentor (Spring Semester 2018)

Taylor University Alumni Council Devotional (April 21, 2017)

Taylor University Parents Council Devotional (March 9, 2017)

Committee Member, Curriculum Management Committee: School of Social Sciences, Education, and Business (August 2015 – Present)

Committee Member, Dean for School of Social Sciences, Education, and Business Search Committee (2015 – 2016)

Business Department Recognition and Senior Dinner Speaker (May 1, 2015)

Committee Member, 2026 Strategic Directions Steering Group: Faculty-Student Collaborative Scholarship (July 2014)

Bachelorette Chapel Address (May 14, 2014)

Committee Member, Academic Personal Committee: Technology Sub-Committee (August 2011 – May 2015)

Committee Member, Bedi Center for Teaching and Learning Excellence Advisory Board (August 2009 – May 2014)

Faculty Mentor, Bedi Center for Teaching and Learning Excellence New Faculty Mentor Program (August 2012 – May 2013)

Committee Member, Ad-Hoc Grievance Appeal Committee (March 2013 – May 2013)

Committee Member, Career Development Advisory Board (August 2011 – May 2012)

Judge, Taylor University Business Plan Competition (February 2010 - May 2010)

Committee Member, University Planning Committee (August 2007 - May 2009)

Committee Member, Community Life Committee (August 2006 - May 2009)

Committee Member, Taylor University Consolidation and Opportunities Task Force (October 2008 - December 2008)

Chapel Address (October 6, 2008)

Committee Member, Taylor University Discipline Appeal Committee (October 2008)

Judge, Taylor University Business Plan Competition (February 2008 - May 2008)

Faculty Advisor, Taylor Association of Business Students (September 2006 - May 2007)

Committee Member, Internal Review Board (August 2005 – May 2007)

Professional Service

Session Moderator, Christina Business Faculty Association Annual Conference, Siloam Springs, AR. (October 2019)

Session Moderator, Christian Business Faculty Association Annual Conference, Chattanooga, TN. (October 2018)

Session Moderator, Christian Business Faculty Association Annual Conference, San Diego, CA. (October 2017)

Session Moderator, Christian Business Faculty Association Annual Conference, Nashville, TN. (October 2014)

Session Moderator, Christian Business Faculty Association Annual Conference, Bourbonnais, IL. (October 2013)

Participant Mentor, Leadership Exploration for Women, Upland, IN. (August 2011 - May 2012)

Reviewer, Conference Paper, American Marketing Association, Marketing Educators. (May 2008 - May 2009)

Professionally-Related Community Activities

Marriage Mentor, City Church, Fort Wayne, IN. (2020 – present)

Children's Ministry, City Church, Fort Wayne, IN. (2020 – present)

AWANA Ministry, Fellowship Missionary Church, Fort Wayne, IN. (2014 – 2020)

Board Member, Avalon Christian School, Fort Wayne, IN. (2013 – 2015)

Children's Ministry, Fellowship Missionary Church, Fort Wayne, IN. (2009 – 2014)

Greeter, Fellowship Missionary Church, Fort Wayne, IN. (2008 – 2009)

Discussant, WBCL Radio Mid-Morning Program, Fort Wayne, IN. (2006 – 2011)

Teacher, Young Couples Class, Fellowship Missionary Church, Fort Wayne, IN. (2005 – 2008)