

**DANA R. HARRIS**  
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- QUALIFICATIONS:** Twenty-one years experience teaching in the Department of Management and Marketing at Alabama A&M University
- Master of Business Administration Degree (concentration in marketing)
- COURSES:** Principles of Marketing, Principles of Management, Health Care Marketing, Industrial Marketing, Merchandising, Retail Management, Marketing Management, Organizational Behavior, Entrepreneurship, Buyer Behavior, Marketing Internship, Promotion Management, Product/Pricing Management, Global Marketing, Public Relations
- EXPERIENCE:** *Alabama A&M University, Normal, Alabama, 8/95 – Present*  
**Instructor**  
Responsible for teaching basic and upper-level undergraduate management and marketing courses; advising and counseling
- Alabama A&M University, Normal, Alabama, 1/12 – 8/15*  
**Interim MBA Director**  
Responsible for recruitment, retention, advising, and scheduling of students in the MBA Program
- Alabama A&M University, Normal, Alabama, 8/92 – 5/95*  
**Graduate Assistant** (for director of MBA program)  
Minor research and general office duties
- Department of the Navy, United States Marine Corps, 4/88 – 3/92*  
**Disbursing Clerk**, Camp Pendleton, CA/Okinawa, Japan  
Honorable Discharge
- Central Bank of the South, Birmingham, Alabama, 1/85 – 1/88*  
**Marketing Analyst**  
Responsible for data analysis of consumer accounts and duties in marketing research, advertising, and public relations
- EDUCATION:** *Alabama A&M University, Normal, Alabama*  
Master of Business Administration, 8/92 – 5/95  
Bachelor of Science in Marketing, 8/80 – 12/84
- AFFILIATIONS:** American Marketing Association  
Alabama Academy of Science
- HONORS:** Who's Who Among Teachers in American Universities and Colleges (2002, 2003, 2004, 2005)

**RECOGNITION:** Selected by Alabama A&M University Yearbook staff as one of the top five most effective teachers for 2005-2006

**PRESENTATIONS:** Alabama Academy of Science, University of West Alabama, 2003  
*"A Comparison of the Curricula Among HBCU Institutions"*  
Dr. Marsha D. Griffin and Dana R. Harris

Alabama Academy of Science, University of Montevallo, 2004  
*"An Analysis of the Effectiveness of the STARS Program"*  
Dr. Marsha D. Griffin and Dana R. Harris

Alabama Academy of Science, Troy State University, 2006  
*"An Analysis of the Effects of Urban Sprawl and Green Marketing"*  
Dana R. Harris

**SERVICE:** Collegiate Chapter of the American Marketing Association  
Advisor (1997 – 2004)  
Co-Advisor (2004 – Present)

Nu Epsilon Chapter of Omega Psi Phi Fraternity, Incorporated  
Advisor (2002 – 2008); Co-Advisor (2008 – 2012)

Alabama A&M University Pan-Hellenic Council  
Advisor (1998 – 2000)  
Co-Advisor (2003 – 2008)

Alabama A&M University School of Business Student Team  
Committee (2008 - 2013)

Alabama A&M University General Studies Committee  
2008 - 2009

Alabama A&M University Founder's Day Committee  
2004

Alabama A&M University Black Executive Exchange Program  
2003 - 2009

Alabama A&M University Student/Athlete Recruitment  
1999-2000

Alabama A&M University Youth Motivation Task Force  
1997 – 2009

Alabama A&M University Business/Industry Cluster  
1997

**COMMUNITY:**

Involved with the identification and selection of qualified local high school students for the John L. Cashin Memorial Scholarship.

Developed and evaluated student teams for volunteer service with The Boys and Girls Club, Girls, Incorporated, The American Red Cross, The Salvation Army, The Alabama A&M University Child Development Center, Martin Luther King Elementary School, and Lincoln Elementary School in the Huntsville/Madison County, Alabama area.

Volunteer marketing consultant for DOXA Community Helping Hands, Incorporated, a 501c3 faith-based health information organization currently serving minority communities in Lawrence and Limestone Counties in North Alabama.