

Urs R. Haltinner

Associate Professor of Marketing and Business Education and Program Director

University of Wisconsin-Stout, Menomonie, WI 54751

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Current assignment within the College of Education, Health and Human Sciences' School of Education include 25 percent time allocation as program director to Marketing and Business Education (MBE program) and .75 percent time allocation as associate professor within the MBE teacher education program.

Educational Preparation

Ph.D. (2008), University of Minnesota, St. Paul, MN

Major: Work and Human Resource Education, Concentration: Specialization in Business and Industry Education, Approved study: Achieving consensus on secondary marketing education curriculum and instruction--A Delphi study

Master of Science (1998), University of Wisconsin-Stout, Menomonie, WI

Major: Vocational Education; Concentration: Marketing Education

Thesis: A follow-up Study of Kimberly High School One and Three Year Marketing Education Graduates.

Bachelor of Science (1990), University of Wisconsin-Stout, Menomonie, WI

Major: Marketing Education, Minor: Business Administration

Associate of Arts (1982), North Central Technical College, Wausau, WI

Major: Marketing

Certifications/licensures

WI Marketing Education DPI Certification #285 since 1990

Educational/Related Work Experience

1/99 – Present *University of Wisconsin-Stout, Menomonie, WI*
College of Education, Health and Human Sciences, School of Education
Professor, Marketing and Business Education 75 percent time allocation
Program Director, 25 percent time allocation.

7/08 – 1/09 *University of Wisconsin-Stout, Menomonie, WI*
College of Education, Health and Human Sciences,
Interim Associate Dean

8/93 - 1/99 *Kimberly Area School District, Kimberly, WI*
Marketing Education Teacher-Coordinator & DECA Advisor.
Responsible for student learning in the following content areas:
Marketing, economics, sales, advertising, display, career management,

merchandising math, goal setting, customer service, time management, market research, global marketing, total quality concepts & tools, team building, retail management, small business management, contemporary marketing technology.

8/90 - 7/93 *DC Everest Unified School District, Schofield, WI*
Marketing Education Teacher-Coordinator & DECA Advisor.
Responsible for student learning in the following content areas:
Marketing, economics, sales, advertising, display, career management, merchandising math, goal setting, customer service, time management, market research, team building, retail management, small business management, contemporary marketing technology.

Teaching

University Courses Taught

- CTE-360/560 Cooperative Occupational Education, Face and Online Delivery, Semesters Taught SP99 to present
- CTE-302/502 Principles of Career and Technical Education, FA99, SU08 and SP09
- MBE-101 Introduction to Marketing and Business Education, Semesters Taught FA and SP 99 to SP07
- EDUC 326 Foundations of Education, Taught SP 05 to Present
- MBE-249-449 CO-OP Education Internship, Semesters Taught SU02 to present
- MBE-301 Marketing Education Methods, Semesters Taught FA02 to present
- MBE-311 Project Methods, Semesters Taught FA99 and FA00
- MBE-312 Pre-Clinical, Semesters Taught FA99 and FA00
- MBE-355 Marketing and Business Education Seminar, Semesters Taught SP 2007 to Present
- MBE-401 Marketing Education Curriculum, Semesters Taught FA99 to Present
- MBE-409 Marketing Education Student Teaching, Semesters Taught SP99 to Present
- MBE-411/611 Business Education Methods and Curriculum, Semesters Taught SU99, SP00, SU00, SP01, SU01, SP02, SU02
- MBE-419 Business Education Student Teaching, Semesters Taught FA and SP since 1999.
- MBE-499/799 Independent Study, Semesters Taught, As Needed since FA00
- MBE-555 Seminar (Summer Marketing Institute, Semesters Taught SU01
- MBE-701 Issues in Marketing and Business Education, Semesters Taught, As Needed since FA04
- MBE-702 Improving Marketing and Business Education Methods and Materials, Semesters Taught, As Needed since FA04
- TECED-375/575 Course Construction, Semesters Taught FA99, SP00, SU00, FA00, SP01, SU01, FA01, SP02, SU02, FA02, SP03, SU03, FA04, SP05
- TECED-375/575-901C CRAY Academy, Improving Practice Through Reflection, Semesters Taught SU03, FA03

Curriculum Development and Leadership

- 2009
- Facilitated MBE program faculty and the program's technical content faculty in refining WI Teacher Standard 1 learning proofs.
 - Conducted program self study to document PI34 and NCATE standards for the Fall 2009 accreditation site visit.
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- 2008
- Revised MBE 355 to better reflect the transition needs of students moving into Benchmark II and student teaching.
 - Served on task team to revise pre-student teaching experience and the ensuing artifacts.
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- 2007
- Revised MBE 301, 311, and 312 to leverage curricula content synergy across MBE junior level program curricula.
 - Served on task team to revised EDUC 326 Foundations of Education
 - Developed a cross-discipline problem based learning activity that connects public policy related to PK-12 education unit within EDUC-326 Foundations of Education with POLS 210 Government
 - Facilitated MBE program faculty in revising MBE 101 Introduction to Marketing Education course curricula to better meet the developmental needs of freshman students.
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- 2006
- Planned and implemented a Business Education certification cohort curriculum sequence targeted towards ME 285 and MN marketing teachers needing to add the BE licensure courses.
 - Co-planned Summer 2007 Marketing Education Institute (Cancelled, low enrollment).
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- 2005
- Moved MBE program work group through a program realignment project. All courses moved through the UW-Stout CIC process successfully.
 - Launched the CTE-560-700C Online Cooperative Occupational Education course targeted towards Health Occupations Teachers.
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- 2004
- Developed the Health Occupations online Cooperative Occupational Education course within the Learn@UW-Stout course management system.
 - Successfully moved the Marketing and Business Education program into PI#34 compliance
 - Redesigned the follow-up study data collection instruments with MBE task team in an effort to yield data that is congruent with PI34 and the universities assessment in the major reporting.
 - Successfully moved UW-Stouts MBE program from Innovative Experimental to standard licensure status via the W-DPI.
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- 2003
- Calibrated ME and BE program components with the PI34 program guidelines, Academic Standards, Program Standards, and The Wisconsin 10 Teacher Standards.

Research

Published and Submitted for Publication

- (Article under review). Stanislawski, D. & Haltinner, U. *Leveraging career and technical education student organization as pedagogy: preparing teachers to advise FBLA and DECA*. *Delta Pi Epsilon Journal*.
- Haltinner, U., & Stanislawski, D. (2009). *Preparing teacher candidates to effectively engage CTSO's in marketing education*. *Business Education Forum*.
- Haltinner, U., R. (2008). *Marketing education curriculum guide preface*. Department of Public Instruction, p. 7.
- Haltinner, U., R. (2008) *Achieving consensus on secondary marketing education curriculum and instruction--A Delphi study*, University of Minnesota, ProQuest Dissertation Database.
- Haltinner, U., R. (September, 2007). *Respecting the past and positioning for the future*, Wisconsin Marketing Education Update.
- Mooney, C., Haltinner, U., R., & Stanislawski, D. (2006). Tracking the career paths of marketing and business education graduates, *Techniques*, 81(3), 48-51.
- Haltinner, U., R. (2001). The death of a historic brand. *Contemporary Case Studies in Marketing*, MarkEd, 3(2).
- Haltinner, U., R. (April 2000). Return of the Oil Crises. *Contemporary Case Studies in Marketing*, MarkEd, 21, 7.
- Mooney, C., Robarge, C., Haltinner, U. (1999). Using research to develop student recruitment in marketing education. *Perspectives on Marketing*, 14, 14-15.
- Mooney, C., & Haltinner, U., R. (1999). The marketing of Apple's i-mac, *Contemporary Case Studies in Marketing*, MarkEd, 11(7).
- Haltinner, U., R. (1998). *Follow-up study of Kimberly High School one and three year marketing education graduates* [microform]. Master of Science Degree in Career and Technical Education, University of Wisconsin-Stout, WI.

Professional Presentations

- Haltinner, U. & Stanislawski, D. (Proposal Submitted). School based enterprise as pedagogy to stimulate entrepreneurial spirit, 2009 ACTE Convention, Nashville, TN.
- Stanislawski, D. & Haltinner, U. (2009). Using digital whiteboards in the classrooms: Ideas and opportunities, UW-Stout 2009 Spring In-service Session, Menomonie, WI.
- Stanislawski, D. & Haltinner, U. (2008). Preparing teacher candidates to become competent student organization advisors, ACTE Convention, Charlotte, NC.
- Haltinner, U. (2008). College marketing professor expectations of secondary marketing education curriculum, Invited presentation, MarkED Conclave, Portland, OR.
- Haltinner, U. (2008) Marketing education, its purpose within the information and innovation age, Invited presentation, MarkED Conclave, Portland, OR.
- Haltinner, U. (2008). Think different think school based enterprise. WMEA Fall Conference, Appleton, WI.

- Mooney, C., Haltinner, U., & Stanislawski, D. (2007). Marketing CTE: a strategic approach, Accepted presentation, ACTE Convention, Las Vegas, NV.
- Stanislawski, D. & Haltinner, U. (2007). Creating and sustaining contemporary business partnerships, Invited presentation, Family and Consumer Education Conference, Menomonie, WI.
- Mooney, C., Haltinner, U., & Stanislawski, D. (2006). The flexibility of a marketing education degree as reported by a longitudinal study, Invited presentation, MarkED Conclave, Minneapolis, MN.
- Haltinner, U. (2005). Implementing national marketing education standards in Wisconsin, Invited presentation, MarkEd Conclave, Seattle, WA.
- Haltinner, U. (2004). Enhancing classroom instruction via the internet, Wisconsin Marketing Education Association; Summer in the City Conference, Invited presentation, Madison WI.
- Haltinner, U. (2004). Enhancing Classroom Instruction via the Internet, MarkEd Conclave, Invited presentation, Philadelphia, PA, 2004.
- Mooney, C., Haltinner, U., Taylor, J., & Welty, K. (2003). Best practices to recruit and retain students in career and technical teacher education programs. National Career & Technical Teacher Education Institute, Scottsdale, AZ.
- Haltinner, U. & Mooney, C. (2002). School based enterprises as a learning tool, Invited presentation, MarkED Conclave, Austin, TX.
- Haltinner, U. (2001). Project Based Learning; Integrating Project-based Learning into Marketing Curricula, Invited presentation, MarkED Conclave, Boston, MA.
- Mooney, C., Haltinner, U., & Robarge, C., (1999). Using research to recruit marketing education students, Marketing Education Conclave, Milwaukee, WI.

Advised Thesis

- Adornato, S. (2009). *A descriptive study on the current status of Wisconsin secondary-level marketing education*, Master of Science Degree in Career and Technical Education, University of Wisconsin-Stout, WI.
- Thompson, N. (2009). *A climate assessment of working environments at a small mid-western public high school*, Master of Science Degree in Training and Development, University of Wisconsin-Stout, WI.
- Jobes, J. T. (2002). *Study to determine the feasibility of an articulation agreement between Horicon High School and Moraine Park Technical College*, Master of Science Degree in Career and Technical Education, University of Wisconsin-Stout, WI.

Grants

- UW-Stout Incubator Grant, *Post Baccalaureate Marketing and Business Education program feasibility study*. UW-Stout Faculty Research Initiatives, (\$6251) Awarded, January 2009.
- UW-Stout Faculty Research Initiatives, Proposal to present at ACTE, 2009, Topic: *A Teacher Education Program's Strategy to Prepare its Teacher-Candidates for their Advisors Role CTSO*, (\$1000) Awarded, December 2008.

UW-Stout Faculty Research Initiatives, Co-Research Project (Dr. Sheri Klein), Topic: *Films in Education*, (\$4500) Awarded, May 2008

UW-Stout Faculty Research Initiatives, Proposal to present at MarkED Conclave, 2008, Topic: *Marketing Education, its Purpose within the Information and Innovation Age*, (\$1558) Awarded, May 2007.

Service to the Profession and the University

Student Organization Advisement and Support

- UW-Stout MBEA (formerly Stout DECA), Advisor and Co-advisor to the UW-Stout Chapter, January 1999 to present.
- Conference Director and Co-director of District 1 Career Development Conference, UW-Stout, 2000-present.
- Conference Consultant, Minnesota DECA, District 2 Career Development Conferences, 1999- to present.
- Event coordinator at Wisconsin DECA State Career Development Conference, 1999-2004

Off-Campus Committee Involvement

- MBE Research Center, Marketing Education Professional Development Opportunities Taskforce
- Wisconsin Taskforce on Entrepreneurship Education, Fall 2008 to present.
- Educational Testing Services Marketing Praxis II test validation, 8/2005 to present
- National Association of Business Teacher Education Journal, *NABTE Review*, Manuscript Reviewer, 2007 to present
- Wisconsin Department of Public Instruction, Marketing Education Model Academic Standard Update Committee, 2007 to present
- Educational Testing Services Marketing Praxis II test writer, September 2005
- Wisconsin Business Education Association Fall Seminar Co-coordinator and Host, October, 2004.
- Member, Wisconsin Department of Public Instruction, National Marketing Education Curriculum Standards Implementation Committee, 2004.
- Member, Wisconsin Department of Public Instruction, Marketing Education Program Standards Committee, 2003 to present.
- Member, Wisconsin School-to-Work Leadership Group, 2003 to 2004.
- Member, Wisconsin Department of Public Instruction Marketing Education Content Exam Validation Committee, 2003.
- Member, Wisconsin Indianhead Technical College Marketing Education Advisory Board, 2001 to present.
- Member, Menomin Group (Wisconsin Marketing Education Teacher Educator and State Departments of Education Personnel)
 - Summer Marketing Education Institute planning committee, 2004 and 2007.
 - Summer in the City conference planning team, 2003/04.

- Leadership Team, Future Directions Planning, 2000 to present.

UW-Stout Committees

- Chair, School of Education Recruitment and Retention Specialist Search and Screen Committee, 2008.
- Member, School of Education Personnel Committee, 2007.
- Member, University level, Curriculum and Instruction Committee, 2007 to present.
- Co-chair, School of Education Dean Search and Screen Committee, 2006-2007.
- Member, University level, General Education Committee, 2005 to present.
- Member, UW-Stout Career and Technical Education Program Advisory Committee, 2005 to present.
- Member, University level, Positive Action Committee, served on three hearings to date, 2002 to present.
- Member, UW-Stout Professional Development Committee, 2004 to 2005.
- Member, UW-Stout People Process Culture Program Advisory Committee, 2004 to present.
- Chair, SOE Governance Committee, Spring 2004 to 2006.
- Member, SOE Program Director Council, 2003 to present.
- Chair, Search and Screen Committee for MBE Assistant Professor of Marketing and Business Education, 2001/02, and 2003/04.
- Member, UW-Stout SOE Assessment Committee, 2003/04.
- Member, UW-Stout SOE Student Teaching Experience Committee, 2003/04.
- Member, UW-Stout Training Development Program Advisory Committee, 2003 to present.
- Member, UW-Stout Packaging Program Advisory Committee, 2003 to 2005.
- Member, UW-Stout SOE Chair Selection Committee, Spring 2003.
- Member, UW-Stout International Studies Program Advisory Committee, 2002 to present.
- Member, UW-Stout Office of Teacher Education VIVA Grant Implementation and operation committee, Fall 2002.
- Chair, UW-Stout MBE Marketing and Business Education Advisory Board, Fall 2002 to present.
- Member, CTEM Program Director Council, Fall 2000 to Summer 2003.
- Chair, MBE Program Standards Alignment Workgroup, Fall 00 to present.
- Member, CTEM Strategic Planning Steering Committee, 2000.
- Member, CTEM Council Member, 2000 to Summer 2003.
- Member, Professional Education Council, 2000 to Summer 2003.

Professional Memberships

- ACTE, Association of Career and Technical Education, 2002 – Present.
- ISBE, International Society of Business Educators, Member, 2002 – Present.
- SCACTE, Stout Community Association of Career and Technical Educators, 2001 – Present.
- WMEA, Wisconsin Marketing Education Association, Past Northwestern, 1990 – Present.
 - Region Representative, 1996 through 1998 and 2000 through 2004.
 - State Conference Planning Committee, 1996, 2002, 2007.
- WBEA, Wisconsin Business Education Association, Member, 1999 – Present.
- NBEA, National Business Education Association, Member, 1999 – Present.
- ASCD, Association for Supervision and Curriculum Development, Member, 1997 – Present.

Other Projects

- Presentation, Career Options for Marketing Program Graduates, Chippewa Valley Technical College, (Every Semester) 2000 to present.
- Guest Teaching, Marketing Education “Secondary Level” Marketing Teacher for the day, Menomonie High School, Menomonie, WI, Fall 2000-2003.

Awards

- 2008 Recipient of UW Stout Outstanding Teaching Award, School of Education
- 2005 Recipient of Jax Teaching Excellence Award, UW-Stout, School of Education
- 1999 W-DECA Advisor Excellence Award—awarded via student, teacher, parent, and administrative recommendation.
- 1998 WMEA Marketing Educator of the Year Award—Nominated and selected by peer Wisconsin Marketing Educators