

Dr. Kevin W Tharp

Associate Professor, University of Wisconsin- Stout

Communication Technologies

College of Arts, Communications, Humanities and Social Sciences

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Teaching Interests: Digital Marketing Technology, Search Engine Optimization, Search Marketing, Web Analytics, Web Development, Information Architecture Learning Technology

Research Interests: Digital Marketing Technology Curriculum Virtual Reality as a pedagogical tool Universal Design for Learning,

Roles/Responsibilities

Program Director - BS in Digital Marketing Technology - Online | Program Director - BS in Digital Marketing Technology - On Campus | Program Advisor - Minor in Web Technology

Languages

- Extensible Markup Language including Hypertext Markup Language (Fluent/Native/Near Native)

Education

- **Ph D Communications**
Central Queensland University
Rockhampton, Australia, 2005
- **MA Communications**
Southwest Missouri State University
1992
- **BA Speech Communication**
State University of New York, College at Cortland
NY, 1987

Work Experience

Academic - Post-Secondary

- **University of Wisconsin- Stout**
Associate Professor
2008 -
- **Missouri University of Science and Technology**, Department of Business and Information Technology
Adjunct Instructor
Present
- **Missouri University of Science & Technology**, Electronic Marketing Cimmunications
Information Architect
September 2004 - July 2008

Service

Department / School

- **Committee Member**, DMT Faculty Search (September 2015 - Present)
- **Committee Member**, Personnell (September 2014 - Present)
- **Program Development**, B.S. in Digital Marketing Technology (January 2014 - Present)
- **Program Development**, Minor in Web Development (September 2012 - Present)
- **Committee Member**, GCM Faculty Search (September 2014 - May 2015)
- **Committee Chair**, ICT Faculty Search (September 2014 - May 2015)

University

UW Stout

- **Representative**, Stout University Alumni Association Board (2013 - Present)
- **Representative**, Stout University Foundation Board (2013 - Present)
- **Committee Member**, Faculty Senate (2012 - Present)
- **Committee Vice Chair**, All University Associate Professor Promotion Committee (September 2015 - January 2016)
- **Committee Member**, Graduate Education Committee (2012 - 2015)
- **Plan B Advisor**, Bee Yang (2014)
- **Committee Member**, e-Textbook Committee (2011 - 2013)
- **Chairperson**, Educational Activities Committee (2011 - 2012)
- **Committee Member**, Faculty Senate Executive Committee (2011 - 2012)
- **Committee Member**, Educational Activities Committee (2009 - 2012)