

ROB K. LARSON

Curriculum Vitae

Mailing Address

Luther College
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Permanent Address

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Decorah, IA. 52101
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EDUCATION

B.A., Concordia College, Moorhead, MN
MBA, University of St. Thomas, St. Paul, MN
Additional Business Administration Coursework; University of Wisconsin-Green Bay,
University of Wisconsin-Oshkosh and University of North Dakota.

CURRENT POSITION

Luther College Vice President for Communications and Marketing. Reporting to the President and a member of the President's Leadership Cabinet. Serves on the Board of Regents Enrollment and Marketing Committee. The Vice President for Communications and Marketing is responsible for staffing, program planning, budgeting, administration, and assessment of college-wide communications and marketing programs. Directly supervises Director of Visual Media, Director of Web Content, Director of Publications and Campus News, Coordinator of Music Organizations and Marketing, and Sports Information Director.

PROFESSIONAL ACADEMIC APPOINTMENTS

Luther College Vice President for Communications and Marketing 2012-Present.
Luther College Executive Director of Communications and Marketing 2008-2012
Luther College Associate Professor of Management 2007-Present
Luther College Assistant Professor of Management 2003-2007.
Mayville State University, Associate Professor Business, 1998-2003
Mayville State University, Assistant Professor of Business, 1992-1998
University of Minnesota-Crookston, 1994-1996. Adjunct Professor in the Management Division.

COURSES TAUGHT ADD RESEARCH COURSE

Principles of Marketing, Advanced Marketing, Advertising and Promotion, Investment Management, Marketing Research, Personal Financial Management, Principles of Accounting I & II, Small Business Management, Entrepreneurship, Corporate Finance, Organizational Theory and Behavior, E-Business I & II, Total Quality Management, Sports Marketing and Management (study abroad course), Australia as Brand (study abroad course), Freshman Honors Discussion, Research tools for Small Organizations.

OTHER PROFESSIONAL EXPERIENCE

ComMark Inc. Mayville, ND, 1995-Present. President (1995 to 2003) and Director of a firm specializing in electronic communications and marketing support applications for business. Officer and stockholder of a company specializing in electronic communications and marketing support applications for business. E-Commerce, intranet and Internet

systems, training, marketing analysis, and other applications are included as a part of the services offered by ComMark.

ComMark's principal focus areas include contract programming specializing in database, Active Server Pages, and Cold Fusion applications, design of proprietary products, technical call support as well as custom e-commerce and internet design and hosting.

ProDrive Inc., Green Bay WI, 1988-1992. Stockholder and Director of Operations for training and consulting company specializing in the transportation industry.

Schneider National Inc., Green Bay, WI 1979-1988. Various positions held in the nation's largest irregular route trucking company including Operations Supervisor, Production Supervisor, Regional Manager, and Finance Manager.

PUBLICATIONS & PRESENTATIONS

Larson, Rob K. "*Models for Undergraduate Research and Hands-On Marketing Applications in Non-classroom Settings*". Position paper presented at the 2011 Marketing Management Association Conference, St. Louis. September 2011.

Larson, Rob K. "*Using a Cooperative Education Model for Integrating Social Media into the Business and Communications Curriculum*". Presenter at the 2011 Marketing Management Association Conference, St. Louis. September 2011.

Larson, Rob K. "*Social Media: Strategy, Operations, and Performance,*" Presentation at the Luther College Presidentsråd. May 2011.

Larson, Rob K. "*Using New Media to Market the Luther Brand Promise and how results are Measured*" Presentation at the Luther College Presidentsråd. May 2009.

Larson, Rob K. "*Creating a Strategic Marketing Approach to Institutional Communications.*" Plenary presentation at the Luther College Board of Regents. October 2008

Larson, Rob K. "*Use of Electronic Focus Groups as an Assessment Tool in a Principles of Marketing Class.*" Presenter of a peer reviewed paper accepted for the competitive paper track of the 2006 Marketing Management Association Conference, Nashville. September 2006. Abstract of presentation published in the Conference Proceedings. September 2006.

Larson, Rob K. "*Classroom Assessment and Student Expectations.*" Presenter and panelist at the 2006 Marketing Management Association Conference, Nashville, TN. September 2006.

Larson, Rob K. "*Web-Based Hybrid Focus Group Applications for Classroom and Industry.*" Presenter of a peer reviewed paper accepted for the competitive paper track of the 2005 Marketing Management Association Conference, Kansas City. September 2005. Abstract of presentation published in the Conference Proceedings. September 2005.

Larson, Rob K. *“Teaching Difficult Classes: Keeping High Touch in High Tech.”* Panelist and presenter at the 2005 Marketing Management Association Conference, Kansas City. Abstract of presentation published in the Conference Proceedings. September 2005.

Larson, Rob K. *“A Multi-Discipline Model for Teaching Ethical Decision Making.”* Chairperson and presenter of a panel at the 2005 Midwest Business Administration Association Conference, Chicago.

Larson, Rob K. and L. Snow, Co-facilitator of a “Sense of Vocation” workshop. “Asset Mapping for Stewardship.” October 2004.

Larson, Rob K. and C. Christianson, J. Jenson, and R. Nelson. *“Can Ethical Decision-Making be Taught to the Video Generation?”* Lead co-authored peer reviewed paper. 2004 Marketing Management Association Conference St.Louis. Title: September 2004.

Larson, Rob K. *“Implementing the Seven Principles for Good Practice in Undergraduate Education: Leveraging Technology to Develop Reciprocity and Cooperation Among Students.”* Panelist and presenter at the 2004 Marketing Management Association Conference, St. Louis. September 2004.

Jensen, Julie and Larson, Rob K. *“Integrating Ethics into the Curriculum: A Case Study on Developing an Ethics Colloquium.”* 2004 IESCON Conference.

PROFESSIONAL SERVICE

Member Finance Committee of the Management Council of the Iowa Intercollegiate Athletic Conference. 2007-2012.

Presenter at the 2004 workshop for Luther College Residence Life Staff Workshop. *Marketing Principles for use in Program Development.* March 2004.

Textbook review for *E-Business, Strategic Thinking and Practice* by Brahm Canzer (Houghton Mifflin). August 2003.

Presenter in training sessions sponsored by Ag Country Finance Cooperative. *“Lending Practices and Internet Applications.”* February 2003.

Presenter in multiple training sessions sponsored by the North Dakota Department of Agriculture’s “Pride of Dakota” marketing program. Topic: “Internet Based Distribution Alternatives for Small Businesses”. October 2001.

Speaker and panelist in workshop sponsored by U.S. Senator Kent Conrad on “Cooperatives and North Dakota Economic Development. Speech Topic: “Development Opportunities for Rural Communities.” January 2001.

Presenter at “Marketplace 2001” sponsored by the North Dakota Agriculture Commissioner Roger Johnson and U.S. Senator Kent Conrad. Topic: “Marketing opportunities for rural businesses.” January 2001.

Presenter in multiple training sessions sponsored by the North Dakota Department of Agriculture's "Pride of Dakota" marketing program. Topic: "Internet Marketing for Small Businesses". October 2000.

Presenter at "Marketplace 2000" sponsored by the North Dakota Agriculture Commissioner Roger Johnson and U.S. Senator Kent Conrad. Topic: "Marketing opportunities for rural businesses." January 2000.

Presenter in training sessions sponsored by the North Dakota Newspaper Association. Topic: "Internet Challenges and Opportunities for Newspapers". July 1999.

Facilitator in Strategic Planning and Visioning sessions for Our Savior's Lutheran Church, Valley City, North Dakota. February 1999.

Presenter at "Marketplace 1999" sponsored by the North Dakota Agriculture Commissioner Roger Johnson and U.S. Senator Kent Conrad. Topic: "ShopND Marketing Opportunities for North Dakota Businesses." January 1999.

Task Force Member for economic development program "Heartland Commerce" sponsored by the North Dakota Association of Rural Electric Cooperatives. 2000-2002.

Participation in the "Banking Seminar for College Faculty" at the University of Wisconsin Graduate School of Banking. August 1998.

Facilitator in Planning and Visioning sessions for Mayville State University and Valley City State University. Faculty, staff, alumnus, legislator, and friends of both Universities participating in these sessions that followed the joint administrative collaboration established by the State Board of Higher Education.

CAMPUS APPOINTMENTS & SERVICE

Luther College

Mens's Tennis Head Coach Search Committee 2011.

Womens's Volleyball Head Coach Search Committee 2011.

Womens's Volleyball Head Coach Search Committee 2010.

Mens's Basketball Head Coach Search Committee 2006.

Member Sesquicentennial Planning Committee. 2009-present.

Member Accreditation and Assessment Steering Committee 2008-2009

Mens's Basketball Head Coach Search Committee 2006.

Men's Football Head Coach Search Committee 2007.

IIAC-NCAA Faculty Athletic Representative. 2006-Present.

Nena Amundson Lifetime Wellness Committee. 2004- 2006.

Men's basketball official scorer 2004-Present.

Interpersonal Violence Review Board Member 2004-2008

Kemper Ethics Grant Colloquium Co-coordinator. 2003-2006

Estrem Foundation Advisory Board Member. 2003-2011

Member Luther College Round Table Services Board 2004 to 2006.

Member Luther College Marketing Committee 2003-2010

Member Council on Sustainability 2008-2010

Mayville State University

Alumni Board of Directors

Institutional Marketing Committees

Title III Grant Marketing Director

Cooperative Education Supervisor

Search Committee member for faculty and staff positions

Academic advising

Academic Standards Committee

Property, Plant, and Finance Committee

North Central Accreditation Sub-committee chairperson

Chairperson of the Ad Hoc committee on sick leave policy

COMMUNITY SERVICE

Board of Directors member and Vice President Opportunity Homes Inc., Decorah, Iowa.

Director and Founder, Traill County Soccer League.

President and Director, Union Hospital Board of Governors

Foundation Board of Directors, Union Hospital.

Mayville-Portland CG School Board Member (Elected to two terms).

Democrat District 20 Chairperson

Hospice of the Red River Valley Advisory Board Member.

Head Cross Country Coach, Mayville Portland CG High School (Volunteer).

Assistant Track Coach, Mayville Portland CG High School (Volunteer).

Concordia College Alumni Board member.

Mayville Lutheran Church Sunday School teacher.