

COURTNEY R. WORSHAM
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Work Address

Marketing Instructor & Internship Director
Moore School of Business
University of South Carolina
Columbia, SC 29208
(803) 777-0595

Home Address

1708 Cherry Laurel Drive
Columbia, SC 29204

EDUCATION

University of South Carolina, Columbia, SC

Ph.D. coursework in Higher Education Administration, comprehensive exam successfully defended

Cognate in Business Administration

Winthrop University, Rock Hill, SC

Master of Business Administration, May 1995

University of Virginia

Bachelor of Arts, Psychology, May 1986

PROFESSIONAL EXPERIENCE

University of South Carolina, University Housing, Columbia, SC

Marketing Instructor and Internship Director, August 2005 to present

Fulltime faculty member responsible for teaching marketing undergraduate students. Counsel undergraduate students on employment opportunities and serve as instructor of record for all students who take BADM 499 for their marketing internship.

Coordinator for Marketing and Family/Graduate Housing, October 2001 to August 2005

Coordinated departmental marketing efforts including design and layout of all publications; created and oversaw special events; supervised full-time, graduate and undergraduate student staff; managed 177 apartments, including facilities management, renovations, yield management, budget, and financial planning for the area; developed and executed social, educational and personal developmental programs for students; served on interdepartmental committees.

Director of Marketing for Women's Sports, July 1999 to October 2001

Oversaw all marketing and public relations efforts for women's sports; developed marketing initiatives including publications, flyers, and press releases; coordinated group sales efforts, advertising, and media relations; created & oversaw game day promotional efforts; supervised undergraduate and graduate assistant interns, as well as additional game-day staff; served on departmental and University committees.

Academic Advisor for Athletics, July 1998 to July 1999

Advised and tracked academic performance of student-athletes; established relationships with campus academic departments; scheduled classes and tutorial sessions to ensure progress toward graduation; coordinated over 350 weekly tutoring appointments involving 400

student-athletes; designed, implemented and assessed tutorial program for 80+ tutorial staff; initiated and coordinated all community service activities for seventeen varsity sports; coached students on proper presentation skills in preparation for public appearances; assisted with recruitment efforts and career planning; assisted with the development of departmental publications; coordinated mentoring program in partnership with the College of Education.

NationsBank, Charleston, SC

Assistant Vice President and Business Development Officer, July 1994 to March 1995

Sold investment management, trust and estate planning services; developed sales initiatives and presentations for targeted prospects; conducted educational seminars and training sessions for bank employees.

Palmetto Dunes Resort, Hilton Head Island, SC

Public Relations Manager, July 1992 to July 1994

Coordinated location photography shoots, media site inspections and interviews; created extensive new owner relations initiative, including tracking and evaluation of program efforts; assisted with advertising efforts and maintained department budget; developed and executed new-owner sales effort.

Hilton Head Island Chamber of Commerce, Hilton Head Island, SC

Communications Manager, January 1991 to July 1992

Developed & implemented comprehensive internal & external communications program; served as media liaison and worked with all local and international media to promote the island; produced all Chamber publications, including newsletters, directories, press releases, annual reports and speeches.

Business Assistance Manager, July 1990 to January 1991

Coordinated all membership events including Business After Hours, Business Expo, and educational/training seminars; served as liaison to Service Corps of Retired Executives

National Republican Senatorial Committee, Washington, DC

Director of Senate President's Council, January 1989 to June 1990

Coordinated million dollar fundraising program involving U.S. Senate and Cabinet members, Vice President and other administrative officials

United States Senate, Washington, DC

Staff Assistant to Don Nickles, January 1997 to January 1998

Scheduled and conducted VIP tours, maintained public relations with constituents

National Republican Senatorial Committee, Washington, DC

Assistant Director of Direct-To Program, August 1986 to January 1987 (temporary position)

Coordinated direction of \$5 million to Senate candidates, assisted with events for three major donor organizations; planned and conducted strategy seminar for Senators and candidates

PUBLICATIONS

Marketing, Terence A. Shimp and Courtney R. Worsham, chapter in Transition Into Business, 1999: Prentice-Hall, Upper Saddle River, NJ.

PROFESSIONAL, UNIVERSITY, AND COMMUNITY SERVICE AFFILIATIONS

Sexual Assault and Relationship Violence Interdepartmental Committee, 2001-2005
University Housing Staff Enrichment Team, *chairman*, 2002 –2005
University Housing Key Management Team, 2002
University Housing Mission Statement Team, *chairman*, 2002
University Housing Website Design Team, *chairman*, 2004 – present
University of South Carolina Bicentennial Athletic Events Committee – 2001
University Retention Committee, 2006-present
Doctoral Student Association, *president* 1997; *secretary* 1996
Chi Omega Women’s Fraternity, Chapter Advisor, 1997 – 2005
Chi Omega Women’s Fraternity, Faculty Advisor, 2006-present
Chi Omega Women’s Fraternity National Volunteer, 2005-present
Nancy Walton Laurie Leadership Institute Team member, 2005-present
Junior League of Columbia, 1995 - present
Trinity Cathedral Learning Center Board of Managers, *secretary*, 2003 – 2004
Trinity Cathedral VBS Teacher and Art Coordinator, 2006-present
Trinity Cathedral Bazaar Booth Chairman, 2006-present
Trinity Cathedral Children’s program coordinator, 2007- 2008
Carolina Judicial Council Member, 2001-present
Brockman Elementary School PTA Vice President, 2008-2009, **President**, 2009-present
Brockman Elementary School Improvement Council, Ad-hoc member, 2009-present

TEACHING EXPERIENCE

University of South Carolina, Moore School of Business
Principles of Marketing, Fall 2003, Fall/Spring/Maymester 2005, 2006, 2007, 2008, 2009
Consumer Behavior, Summer 1996, Spring 2000, Fall 2000, 2001 2002, 2004, 2005
Spring 2003, 2005, 2006
Integrated Marketing Communications, Fall 1997, 2008, 2009, Spring 2008, 2009
Business Marketing Internship Fall/Spring/Summer 2006, 2007, 2008, 2009
Retailing Management Fall 2007, Spring 2009
Marketing Strategy, Summer 2008, 2009
Frequent substitute instructor for Principles of Marketing, Fall 1996 to 2001

HONORS AND AWARDS

Phi Kappa Phi Honor Society, initiated 1995
Beta Gamma Sigma Business Honor Fraternity, initiated 1995
USC Sorority Advisor of the Year, 1998, 2001
USC Greek Faculty Advisor of the Year, 2006
Mortar Board Excellence in Teaching Award, 2000-01, 2006-07
Chi Omega National Advisor of Excellence, 2004
Delta Sigma Pi, Marketing Professor of the Year, 2006
Mortar Board Keynote Speaker, 2007
Omicron Delta Kappa, honor initiate and keynote speaker, 2008