

MARY BETH FURST, Ed.D., M.B.A.

Robert H. Smith School of Business

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FOCUS

Continue to advance teaching and learning at the undergraduate and masters levels in marketing.

CURRENT ACADEMIC APPOINTMENTS

University of Maryland

2018 to Present

Robert H. Smith School of Business

Associate Clinical Professor, Marketing

2019 to Present

Lecturer, Marketing

2018 to 2019

Teaching undergraduate and Masters face-to-face, blended, and online Principles of Marketing and Product Design and Innovation courses.

Active in the Neurodiversity faculty learning community to understand and improve instruction for neurodiverse students (i.e., students with learning differences, accommodations, medical conditions, and disabilities).

Recipient of the TLTC Fearless Teaching Seed Grant to analyze the differences between native and transfer students on various parameters of success: time to graduation, GPA, internships and jobs post-graduation in the Smith School at College Park and Shady Grove. The goal is to address disparities with improvements in teaching/learning and program design.

Johns Hopkins University

2017 to present

Doctoral Student Adviser, School of Education

PAST ACADEMIC EXPERIENCE

Johns Hopkins University

2014 to 2017

Part-time Faculty Lecturer, Center for Leadership Education, Whiting School of Engineering

Co-director of International Marketing study abroad experience to Israel

Howard Community College

2002 to 2017

Professor, Business and Computers Division

Taught, coordinated, created curriculum, developed adjunct faculty for major courses in the business division including general business, ethics, marketing, international business, and sales/oral communication.

Created, co-created, and managed global initiatives for faculty, staff, and students with the goal of increasing campus global competencies.

Lead and participated in college-wide initiatives to improve teaching practice of full and adjunct faculty, assess learning outcomes, and develop e-learning strategies.

EDUCATION

Johns Hopkins University, Baltimore, Maryland

Edd, Entrepreneurial Leadership in Education, August 2016

Dissertation: "Addressing Persistence of Community College Students to Improve Transfer and Graduation Rates"

Committee: Stephen Pape (chair), Yolanda Abel, Margaret Garroway

Loyola University Maryland, Baltimore, Maryland

MBA, International Business, 1993

BBA, Marketing, 1988

AWARDS AND RECOGNITION

Heiskell Award for Global Distinction 2012

AACU Grant Recipient for INSPIRES Global Distinction 2012

Outstanding Faculty, Howard Community College 2009-2010

Outstanding Adjunct Faculty, Howard Community College 2005-2006

PRESENTATIONS

MIEC, April 2019, *Globalizing Curriculum: An Award-Winning Institution-Wide Initiative*

The League for Innovation, March 2017: *Increasing Student Persistence: The Right Courses in the Right Order*

NAFSA, May 2015: *Expanding Campus Internationalization with Limited Resources*

AACU, October 2013: *INSPIRES Global Perspectives: A Problems to Projects Professional Development Approach*

West Los Angeles College, May 2013: *Hands on Approach to Globalizing Your Curriculum*

Institute for International Education, March 2012: *Global Distinction: Internationalizing the Community College Award Winner*

The League for Innovation, March 2012: *Global Distinction: A Student Pathway to Global Competence*

The Chair Academy, March 2010: *Global Distinction: A Student Academic Enrichment Program*

AFAACT, January 2009: *Multidimensional Approach to Teaching the Credit Crisis*

PUBLICATIONS

De Wit, R. & Furst, M. (2019). Internationalized courses on campus: A complement to study abroad that maximizes international education participation in the community college context. In G. Malveaux & R. Raby (Eds.), *Study Abroad Opportunities for Community College Students and Strategies for Global Learning*. IGI Global. ISBN13: 9781522562528

PROFESSIONAL EXPERIENCE

Pfizer 1989 - 2007

Successfully sold the Pfizer portfolio to physicians, group practices, and hospitals

Engaged in contract negotiations with national insurers to gain preferred status for portfolio

CONSULTING

Developed online challenge-based learning foundations of marketing course for Northeastern University through O'Donnell Learn.

ADDITIONAL INFORMATION

US citizen