

Mary Beth McCabe, D.B.A
Professor
Point Loma Nazarene University
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Education

DBA, Marketing, Alliant International University, San Diego, CA
MBA, Marketing, DePaul University, Chicago, IL
BA, Communications, Minors: Marketing, English, University of Dayton, Dayton, OH

Courses Taught at PLNU

Marketing Research and Analytics
Integrated Marketing and Sales Communication
Principles of Marketing

Experience in Field

PROFESSOR, Fermanian School of Business, Point Loma Nazarene University,
August 2021-

PROFESSOR at the College of Professional Studies at National University.
Academic Program Director, Master of Science in Marketing. July 2020-August 2021

ASSOCIATE PROFESSOR at the College of Professional Studies at National
University, July 2015-June 2020 15 Courses taught/developed: Global Marketing,
Mobile Marketing, and Advertising. Academic Program Director for MS, Marketing

ASSISTANT PROFESSOR, School of Business at National University. 2010-2015
10 Courses taught/developed include Marketing Management, Consumer Behavior,
Mobile Marketing, and Digital Marketing. Academic Program Director for MBA
Specialization, BA/BAM concentrations.

CORE ADJUNCT PROFESSOR, National University, Marketing Research,
Marketing Channels, eCommerce, Consumer Behavior, 2008-2010

ADJUNCT PROFESSOR, University of San Diego, San Diego, CA. Marketing,
Business English, Business Marketing for Global Students, 2005-2010

PRESIDENT, Sun Marketing, San Diego, CA. Advertising and marketing consulting
firm serving more than 3,000 clients including: Novartis, Sempra Energy,
Weyerhaeuser, PepsiCo, 30+ car dealerships and associations, Poseidon Restaurant,
and Cox Communications, 1993-present

LECTURER, San Diego State University, San Diego, CA. Advertising 1993-4

ADJUNCT PROFESSOR and CURRICULUM DEVELOPER, University of California, San Diego Extension, Teaching onsite and online, Advertising, International Marketing, Marketing Research, Hispanic Marketing, Internships, Advisor, 1985-1992, 2008-2010

ACCOUNT EXECUTIVE, KUSI-TV, San Diego, CA Recognized sales achievement leader in development of new advertising revenue for independent television station, 1982-1993

ACCOUNT EXECUTIVE, WCIU-TV, Chicago, IL. Recognized sales leader in developed advertising revenue for Univision affiliated Hispanic television station, 1979-1982

Professional and Community Involvement

American Marketing Association, 2010-present

San Diego American Marketing Association 2010-present (Board Member, VP, Collegiate Relations, Academic Advisor for student chapter, SIG Leader, Hispanic Marketing, Scholarship Chair)

MIT Enterprise Forum 1988-2021 Chapter Board Member, Education Chair

San Diego Ad Club (SDX, One Club) 1982-present

Good News Club

Red Nose Run: Semper Fi/Fresh Start Surgical Gifts

Awards and Honors

- 26th Annual Jacobs Clevenger Integrated Marketing Case Competition, Theranos. Marketing Management Association, Finalist, 2021
- 25th Jacobs Clevenger Integrated Marketing Case Competition, Peloton. Marketing Management Association, Award, 2020
- President's Award for Online Content Development, National University, 2018
- Professoriate Award, National University
- San Diego Ad Club Lifetime Achievement Award for Hispanic Marketing

Dissertation

McCabe, M. (1988). Strategic judgments and perceptions of television station managers about past and future changes in the television marketplace. Published summary later by the National Association of Broadcasters (NAB)

Academic Presentations:

McCabe, M. & Weaver, R. (2019). Mobile Marketing Strategies Create Value. *Thrive Presentation Event*, Taipei, Taiwan.

McCabe, M. (2018). Privacy Needs to Be Personal. Keynote, IACBE District Meeting, La Jolla, CA.

McCabe, M. (2016). *Visiting Professor, Marketing and Mobile Marketing*. Sun Yat-Sen University, Guangzhou, China.

McCabe, M. & Corona, R. (2016). Do Hispanics in the US Use Facebook the Same as Non-Hispanics? *Institute for Business & Finance Research*, San Jose, Costa Rica.

Industry Presentations

- Presenter, 2021 *Mobile Marketing Case Studies*. Profcon2021.
- Presenter, 2020 *Mobile Marketing During a Pandemic*. Profcon2020.
- Speaker, Industry Conference, Six Secrets of Really Good Marketing. *Ethos Veterinarian Symposium*, University of San Diego, San Diego, CA. May 20, 2018
- Panelist: Data Privacy in a post-GDPR World. *Direct Marketing Association Conference* Las Vegas, NV. Oct 7, 2018
- Keynote: Education and Mobile Marketing. *The Connected Marketer Institute*, San Francisco, CA. Jan 23-24, 2017

Books/Book Chapters/Case Studies

Becker, M. Berney, P. Hanley, M. & McCabe, M. (2021) *Mobile Marketing Essentials*. Stukent, Inc., Rexburg, ID (9th edition)

McCabe, M. (2021). Intersections in Marketing Practice and Marketing Education: Bridging the Gaps. In Management Association. (Eds.), *Research Anthology on Business and Technical Education in the Information Era* (pp. 1351-1369). IGI Global.

McCabe, M. & Fisher, M. (2020) Seabourn Cruise Ships Niche Markets. In Susan Jones & Steven Kelly (Eds.) *The IMC Casebook, Cases in Integrated Marketing Communications* (2nd ed pp. 150-162). Jacobs-Clevenger

Fisher, M. & McCabe, M. (2020) Peloton: Going the Distance. In Susan Jones & Steven Kelly (Eds.) *The IMC Casebook, Cases in Integrated Marketing Communications* (2nd ed., pp 92-109). Jacobs-Clevenger

Fisher, M. & McCabe, M. (2020) Tesla: Accelerating to Market. In Susan Jones & Steven Kelly (Eds.) *The IMC Casebook, Cases in Integrated Marketing Communications* (2nd ed., pp. 163-176). Jacobs-Clevenger

McCabe, M. B. (2019). Intersections in Marketing Practice and Marketing Education: Bridging the Gaps. In *Evaluating the Gaps and Intersections Between Marketing Education and the Marketing Profession* (pp. 117-142). IGI Global.

<https://www.igi-global.com/chapter/intersections-in-marketing-practice-and-marketing-education/217099>

- McCabe, M. & Becker, M. (2019) Privacy is the New Luxury Good. Stachowicz-Stanusch, A., Lewis, A., Jabeen, F., Sharma, R. R., & Stanusch, N. (Eds). *Humanistic values from academic community perspective*. Information Age Publishing, Inc. DOI: 10.4018/978-1-5225-6295-5.ch009
- Tarter, B., McCabe, M, Sauber, M. & Shen, D. (2018) PG&E: Marketing Energy Efficiency Programs for Businesses. In Steven Kelly (Ed.) *the IMC Sourcebook*. Midwest Marketing Education. <https://www.amazon.com/IMC-Sourcebook-Integrated-Marketing-Communications/dp/1980324549>
- McCabe, M. (1993) *The World's First Guide to Independent Travel*. Dr. Mary Travelbest Guidebook for travelers globally. Sun Marketing, San Diego, CA.

Journal Publications

- McCabe, M. (2021). Impact of Date of Student Entry on Online Higher Education (accepted for publication) *Business Education & Accreditation* (BEA) Institute for Business & Finance Research.
- McCabe, M. & Weaver, R. (2021). Achieving Resonance for Online Travel Brands via Mobile Devices, *Journal of Economics, Trade and Marketing Management*, Vol: 3 (1) <https://doi.org/10.22158/jetmm.v3n1p1>
- McCabe, M. B., & Weaver, R. (2020). A Two-Level Evaluation of Mobile Travel Websites Using the Visitor Experience and the Brand Presentation. *International Journal of Management and Marketing Research*, 13(1), 23-34. https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3736272
- Fisher, M., & McCabe, M. B. (2019). Tesla: Accelerating to Market. *Journal of Strategic Management Education*, 15.
- McCabe, M. B., & Weaver, R. (2019). Mobile Marketing Strategies for Educational Programs. *Business Education & Accreditation*, 11(1), 111-121.
- McCabe, M. B., & Weaver, R. (2018). Social Media Marketing Strategies for Educational Programs. *Global Journal of Business Research*, 12(2), 53-62.
- McCabe, M. B., & Weaver, R. (2018). Marketing Effectiveness of Educational Services on Websites. *Business Education & Accreditation*, 10(1), 49-58.
- McCabe, M. B. (2017). Social media marketing strategies for career advancement: An analysis of LinkedIn. *Journal of Business and Behavioral Sciences*, 29(1), 85.

Corona, R., McCabe, M. B., & Silverstone, S. (2016). Best Practices in Marketing Education: Undergraduate Marketing Programs at National University. *Business Education & Accreditation*, 8(1), 71-88. <http://ssrn.com/abstract=2796801>

McCabe, M. & Corona, R. (2016). An Empirical Examination of Facebook Use by Hispanics and Non-Hispanics. *Global Journal of Business Research (GJBR)*, 10 (3) pp 85-91 2016 <https://ssrn.com/abstract=2910028>

Publications in Peer-Reviewed Conference Proceedings

McCabe, M. & Weaver, R. (2020). Mobile Branding Experiences for Online Travel Websites. *Institute for Business & Finance Research*. Honolulu, HI.

McCabe, M. & Weaver, R. (2019). Adapting Marketing to the Mobile Environment. *Institute for Business & Finance Research*. Las Vegas, NV.

McCabe, M. & Weaver, R. (2019). Mobile Marketing Strategies Create Value. *Thrive Conference*, Taipei, Taiwan.

McCabe, M. & Weaver, R. (2018). Social Media Marketing Strategies for Education Programs, *Institute for Business & Finance Research*. Kona, HI

McCabe, M. & Weaver, R. (2018). Digital Marketing Strategies for Educational Programs, *Institute for Business & Finance Research*, Kona, HI

McCabe, M. (2016). Social Media Strategies for Career Progression, The Social Media Job Search Cycle and Model, *American Society of Business and Behavioral Sciences*, Las Vegas, NV

McCabe, M. & Corona, R. (2016). Do Hispanics in the US Use Facebook the Same as Non-Hispanics? *Institute for Business & Finance Research*, San Jose, Costa Rica.