

KURT KOMAROMI

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ACADEMIC EXPERIENCE

Assistant Professor, Marketing and Integrated Marketing Communications, Ithaca College, Ithaca, NY (2010 – present)

Instructor, Marketing and Integrated Marketing Communications, Ithaca College, Ithaca, NY (2006 – 2009)

Course Facilitator, Online Certificate and Professional Programs, Ithaca College, Ithaca, NY (2007 – present)

Adjunct Lecturer, Organizational Communication, Learning and Design, Ithaca College, Ithaca, NY (2004 – 2005)

Courses Taught:

- Sales and Sales Promotion
- Principles of Marketing
- Marketing on the Internet
- Introduction to Strategic Communication
- Critical Issues in Integrated Marketing Communications
- Public Relations
- Corporate Communication: Strategy and Design
- Research and Evaluation in Strategic Communication
- The Digital Workplace
- Evaluating Emerging Technologies (Online Professional)
- ROI and Beyond (Online Professional)

Service:

Information Technology Planning & Advisory Committee, Ithaca College (2009 - present)

Emerging Media Degree Committee, Park School of Communications (2009 - present)

Instructional Development Fund Committee, Ithaca College (2007 – present)

Baccalaureate Curriculum Committee, School of Business (2008 - 2009)

Retention Committee (Chair), School of Business (2008 - 2009)

Search Committee, Marketing/Law, tenure track (2008)

Search Committee, IMC, term appointment (2007)

Summer Grants for Faculty Research Review Committee, Ithaca College (2007)

Laptop Policy Committee, School of Business (2007)

Publications:

“Millenials, Social Networking, and Trust,” with Scott Erickson and Fahri Unsal, in Latusek, D. & Gerbasi, A. (Eds.) **Trust and Technology in a Ubiquitous Modern Environment**. Hershey, PA. IGI Global, 2010

“The Strategic Communication Process”, in Hamula, Kalman, Kish, Komaromi and Ressler (Eds.) *Introduction to Strategic Communication*, McGraw-Hill, 2008, 111-121

“Marketing 2.0: Changing the Paradigms of the Four P’s”, accepted for presentation at the *Northeast Association of Business, Economics and Technology*, State College, PA, October 28-30, 2008

EDUCATION

M.S., Communications, Park School of Communications, Ithaca College, Ithaca, NY, 2003

B.A., English, University of Notre Dame, South Bend, IN, 1975

PROFESSIONAL AND CONSULTING EXPERIENCE

Principal Consultant, Communication Design Group LLC, Ithaca, NY (2003 – present)

Vice-President, Marketing and Sales, EMF Corp., Ithaca, NY (1998 – 2003)

Area Business Manager, Abbott Laboratories, Toronto, ON (1995 – 1997)

General Manager, Unisource Supply Systems, Toronto, ON (1993 – 1994)

General Manager, K-Bro Linen Systems, Toronto, ON (1992 – 1993)

Vice-President, Sales and Marketing, BDH Div. Merck, Toronto, ON (1986 – 1991)

Director of Marketing, Area Sales Manager, American Hospital Supply, Toronto, ON (1980 – 1986)

Operations Manager, Management Trainee, France Div. Scott & Fetzer Corp., Westlake, OH (1976 – 1980)

PROFESSIONAL AFFILIATIONS

Communication Association of the Southern Tier

American Marketing Association (Past Member)