

## **Cassie Ditt (MBA and Doctoral Candidate)**

Assistant Professor - Marketing

843-349-2878                      cditt@coastal.edu

Wall 301 C                      Office hours: vary by semester; by appointment

### **Education**

Expected May 2019 – D.B.A, Louisiana Tech University

Business Administration; Marketing Concentration

Minors: Quantitative Analysis and Psychology

M.B.A., Louisiana State University–Shreveport

B.S., Louisiana State University–Shreveport, Finance

### **Academic Experience**

Assistant Professor, Coastal Carolina University

Instructor, Louisiana Tech University

### **Teaching Interests**

- Social Media Marketing
- Digital and Content Marketing
- Brand Management - Human / Consumer Brands and Organizational Brands
- Services Marketing
- Integrated Marketing Communications
- Consumer Behavior
- Principles of Marketing

### **Research Interests**

- Social Media Influencers
- Branding and Brand Management - Human Brands, Brand Authenticity, Branding with Animals, and Product Placement
- Consumption Experiences and Emotions (e.g., suspense and enjoyment)
- Marketing Pedagogy and Education

### **Professional Memberships**

- Academy of Marketing Science
- Society for Marketing Advances
- HubSpot Education Partner Program

### **Professional Certifications**

- *Inbound* Certification, HubSpot Academy
- *Content Marketing* Certification, HubSpot Academy
- *Social Media* Certification, HubSpot Academy
- *Teaching Marketing Analytics*, Academy of Marketing Science