MARIA M. GARCIA, Ph.D.

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# EDUCATION

2008-2011 **University of Missouri-Columbia** Columbia, MO

Missouri School of Journalism

Ph.D. Journalism

Focus: *Strategic Communication (Marketing, PR, and Advertising)*

2004-2007 **Florida International University** Miami, FL

School of Journalism and Mass Communication

M.S. Mass Communication

Focus: *Integrated Marketing Communication*

1997-2001 **University of Illinois-Chicago** Chicago, IL

School of Liberal Arts & Sciences

Department of Communication

B.A. Communication

Minor: Spanish literature

**Research interests:** conflict and crisis management; international marketing; cause-related marketing; sponsorship; green marketing; corporate social responsibility; eWOM; social movements and consumer activism; social media and consumer behavior; strategic communication; public relations; visual framing.

**Teaching interests:** marketing; social media and e-marketing; international marketing; marketing management; consumer behavior; conflict and crisis management; visual framing; qualitative methods; integrated marketing communications; campaigns; distance learning.

**Courses taught:** (7) international marketing/global comm; (6) consumer behavior/social psychology; (3) student internships; (2) principles of marketing; (2) marketing internships; (1) marketing management; (1) public relations – graduate level; (1) e-Marketing; and, (6) on a distance learning platform.

**Courses for future development:** social media and e-Marketing design; international marketing.

## PROFESSIONAL EXPERIENCE

8/2012-Present Florida International University (FIU) Miami, FL

*Visiting Instructor in Marketing*

* Designed interactive online courses that show the importance of learning shifts in technology and online communities as they relate to relationship building
* Facilitated easier means of communication through social media and showed how to integrate mobile communications in academic and market research
* Taught students theoretical frameworks that are embedded in marketing and mass media
* Expanded students’ understanding of trends in visual communication and social media
* Promoted a learning environment conducive to critical thinking
* Challenged students to apply key lessons to real world cases in the business environment
* Classes included consumer behavior, international marketing, & marketing management
* Consumer behavior (one in-class; 40 students); international marketing (five online and one in-class section; 215 students online, 45 students in-class); marketing management (one in-class; 50 students)

5/2013-Present Florida International University (FIU) Miami, FL

*CIBER Research Associate*

* Developed a proposal that earned a CIBER Research Award that is funded by the U.S. Congress to strengthen international collaboration between students and faculty in the U.S. and U.A.E.
* Currently involved in outreach efforts with young minority groups in Dubai and Miami with the aim of better understanding their attitudes and motivations towards social media use for political and social gain
* Presently comparing multinational organizations’ international marketing strategies in order to analyze potential measures that will enable effective social media user engagement and involvement towards a campaign for international collaboration

8/2011-5/2012 American University in Dubai (AUD) Dubai, UAE

*Assistant Professor in Marketing Communications*

* Introduced university students to marketing and press agentry activities necessary for the global business environment
* Taught students key lessons in consumer behavior, e-marketing, marketing strategies, and social media research
* Managed team efforts for applied case studies in the GCC
* Proposed different approaches to expand the marketing, marketing communications and communications programs in a joint effort
* Implemented management training that test business strategies
* Lectured on emerging trends in society and issues that are important in the business environment
* Classes included consumer behavior, principles of marketing, and e-marketing
* Consumer behavior (five in-class sections, 30 students each); principles in marketing (two in-class, 35 students each); e-marketing (one in-class, 35 students)

1/2011-4/2011 University of Missouri-Columbia (MIZZOU) Columbia, MO

*Graduate Instructor in PR & Teaching Assistant*

* Taught the graduate public relations course for distance learning
* Served as a teaching assistant under the direction of Fritz Cropp, Ph.D. for the global communications course (equivalent to international marketing and advertising) that included upper level undergraduates, international students, and international visiting scholars
* Graduate public relations (one online, 15 students); global marketing and advertising (one in-class, 20 students)

4/2011- 12/2011 United Nations Alliance of Civilizations (UNAOC) New York, NY

*Global Experts Manager*

* Facilitated communication activities between press media and Global Experts
* Wrote and distributed media alerts to various networks
* Conducted multiple environmental scans to identify key fundraising opportunities
* Designed the organization’s booklet on *Religion and Public Space*
* Interviewed multiple key experts from academia, civic institutions, and NGOs on topics that highlighted interfaith and intercultural issues in society
* Assisted in the PR and marketing efforts for the organization’s forums and conferences
* Edited op-eds and communication materials for publication and distribution
* Identified issues of importance for current and future projects related to the organization’s core mission
* Established ties with opinion leaders from different organizations and global news media

5/2005-7/2008 Sabena technics - Barfield (formerly EADS) Miami, FL

*Corporate Communications Manager*

* Managed corporate communications and marketing strategies for the Americas
* Initiated first green company policies and practices adopted by company
* Executed strategic communication projects for internal and external publics
* Served as the company’s key media contact for aviation news inquiries
* Implemented campaign strategies for tradeshows and new product releases
* Integrated modern animation and graphics design to branding campaigns
* Facilitated communication policies with engineers and the executive team
* Created the customer relationship management plan for the marketing and sales team

2/2004-2/2005 Caribbean Escapes Cooperative Marketing, Inc. Hollywood, FL

*Corporate Communications Manager*

* Served as the corporate liaison for luxury marketing partnerships
* Responsible for the creation and publication of corporate articles & press kits
* Maneuvered the layout to the *Caribbean Escapes* magazine book
* Proofread articles, managed website content, and coordinated media projects
* Maintained and updated the company website for user-friendly application

2/2002-1/2004 Invention Technologies, Inc. Miami, FL

*Marketing &* *Public Relations Manager*

* Developed key relationships between consumers and businesses
* Studied market trends and applied analyses to strategies
* Produced and organized press releases
* Worked closely with animators and creative team to deliver quality promotional material
* Managed a team of press officers, graphic designers and animators
* Proposed different ways to capture audience attention
* Expanded the clients' portfolios through new avenue of promotion using cutting edge graphics and design

Theses/Dissertations

A Tale of Two Multinationals: The BP and Greenpeace “Go Green” Conflict.

Doctoral Dissertation, University of Missouri-Columbia School of Journalism, 2011.

Supervising professors: Glen Cameron, Ph.D., and Yong Volz, Ph.D.

Dissertation Committee Members: Glen Cameron, Ph.D., Yong Volz, Ph.D., Shelly Rodgers, Ph.D., Fritz Cropp, Ph.D., and Beth Harben-Meyers, Ph.D.

The dissertation offers an in-depth case study of the 11-year BP and Greenpeace conflict. A framing analysis of news content from newspapers in the United Kingdom and United States are employed to identify how the two organizations were framed. In-depth interviews with members of the conflicting parties are also included. This study also explores the relationship between crisis communication strategies, corporate reputation, corporate social responsibility, and pro-social messages. As its theoretical contribution, this study proposes a new theory embedded in the media and public relations framework entitled: media attribution theory.

Seeing is Believing: Opening Eyes to Invisible Children. Master’s Project, Florida

International University School of Journalism and Mass Communication, ICAP, 2006.

# Supervising professor: Margo Berman

Publications

Garcia, M.M**.**, & Greenwood, K. (2013). Framing sustainability: A visual analysis of multinational companies. *Journal of Marketing Communications, 19*(2): 1-18.

The research study investigates how different levels of corporate social responsibility are visually framed through corporate publications used in marketing efforts. Photographs used as visual marketing communication tools in the annual and sustainability reports of top American multinational companies that practice and promote measures of corporate social responsibility were analyzed. Findings indicate the corporations emphasize environmental sustainability efforts and visually communicate their practices through depictions of employees while other social responsibility efforts are often communicated through depictions of consumers. A discussion on the patterns of visual frames that communicate corporate social responsibility and the impact of visuals on organizational identity, brand image and reputation are offered.

Garcia, M.M. (2010). Perception is truth: How U.S. newspapers framed the ‘Go Green’ conflict between BP and Greenpeace. *The Public Relations Review*, *37*(1): 57-59*.*

Garcia, M.M., & Golan, G.J. (2008). Not enough time to cover all the news: An analysis of international news coverage in *TIME* and *Newsweek*. *Journal of Global Mass Communication*, *1*(1-2): 41-56.

Working Papers

Garcia, M.M., & Kononova, A. Consumer trust and celebrity endorsement via Twitter: Comparing consumer engagement between Hispanic American and Arab Gulf youth.

Garcia, M.M. The rise and fall of the BP oil giant: Image damage and restoration.

Garcia, M.M., & Oh, H. Two rivals, two cultures, and one industry: Exploring culturally

contingent factors in massive layoffs from Airbus and Boeing.

Conference Presentations

“A comparison of how *Al Jazeera* and *CNN* framed the Egyptian Revolution”, Paper presented at the Arab-US Association for Communication Educators (AUSACE) Conference, Atlanta, Georgia, November 16-19, 2012. (With Amir Yehia and Fritz Cropp, Ph.D.)

“E-marketing and globalization: A constant evolution”, Presented at the STEP Conference, Dubai MAKE Business Hub, Dubai, UAE, April 6, 2012.

“News coverage of the British presence in Iraq and the British public’s response: A

comparison of *Al Jazeera* and *BBC News*”, Paper presented at the Arab-US

Association for Communication Educators (AUSACE) Conference, Beirut, Lebanon,

October 28-31, 2011. (With Amir Yehia and Fritz Cropp, Ph.D.)

“The tools of today’s trade in shaping new democracies: Insights from Arab youths from

the West to the Middle East”, Poster presented at the Arab-US Association for

Communication Educators (AUSACE) Conference, Beirut, Lebanon, October 28-31,

2011.

“The editorial green debate: A comparison of the framing of environmental issues in

the *Columbia Daily Tribune* and *St. Louis Post-Dispatch*”, Paper presented at the

Association for Education in Journalism and Mass Communication (AEJMC)

Conference, St. Louis, Missouri, August 10-13, 2011.

“Action and Reaction: How U.S. newspapers framed the ‘Go Green’ conflict between BP and

Greenpeace. Paper presented at the Institute for Public Relations Research Conference,

Miami, Florida, March 10-13, 2010.

“A myopic view of Asia? How U.S. news organizations covered the region in 2006”,

Poster session presented at the Association for Education in Journalism and Mass

Communication Conference, Boston, Massachusetts, August 5-8, 2009. (With Beverly

Horvit, Ph.D.)

“Two rivals, two cultures, and one industry: Exploring culturally contingent factors in

massive layoffs from Airbus and Boeing”, Paper presented at the Institute for Public

Relations Research Conference, Miami, Florida, March 11-14, 2009. (With HyunJee Oh)

“Not enough time to cover all the news: An analysis of international news coverage in

Time and Newsweek”, Poster session presented at the Midwest Association for Public

Opinion Research Conference, Chicago, Illinois, November 16-17, 2007.

RESEARCH ASSISTANTSHIPS

Research Assistant to Joy Mayer, University of Missouri-Columbia, 2010-2011.

Topics: Public journalism; consumer engagement; social media.

Research Assistant to Professor Keith Greenwood, University of Missouri-Columbia, 2009-2011. Topics: Visual framing; visual communication; corporate social responsibility; marketing.

Research Assistant to Professor Fritz Cropp, University of Missouri-Columbia, 2009-2010. Topics: Public relations; cross-cultural communication.

Research Assistant to Professor Cynthia Frisby, University of Missouri-Columbia, 2008-2009. Topics: Multi-cultural communication; advertising; gender and race studies.

Research Assistant to Professor Beverly Horvit, University of Missouri-Columbia, 2008-2009. Topics: Investigative journalism; international journalism; Asian studies; framing; convergence.

AWARDS AND HONORS

FIU CIBER Faculty Development Program Award, PDIB Scandinavia Program, Sustainability and CSR in Denmark and Sweden, hosted by the University of Minnesota, Copenhagen, Denmark, June 9-20, 2013.

Center for International Business Education and Research (CIBER) Research Award, Florida International University, Miami, Florida, May 3, 2013.

First Place for Top Research Award, Arab-US Association for Communication Educators (AUSACE) Conference, Beirut, Lebanon, October 28-31, 2011.

Honorable Mention for Top Research Paper, Open Competition, Mass Communication and Society Division, Association for Education in Journalism and Mass Communication, St. Louis, Missouri, August 12, 2011.

University of Miami Top Student Paper Award, International Public Relations Research

Conference, Miami, Florida, March 10-13, 2010.

Institute for Public Relations Top Three Paper Award, International Public Relations

Research Conference, Miami, Florida, March 10-13, 2010.

Janise & Frances Rentchler Scholarship, Missouri School of Journalism, University of

Missouri-Columbia, September 2008.

John & Virginia Sutherland Scholarship, Missouri School of Journalism, University of

Missouri-Columbia, September 2008.

Robert M. Jackson Memorial Scholarship, Missouri School of Journalism, University of

Missouri-Columbia, September 2008.

Virginia & Robert Schwartz Scholarship, Missouri School of Journalism, University of

Missouri-Columbia, Academic Year 2008-2009.

Aventura Marketing Scholarship, Department of Journalism and Mass Communication,

Florida International University, February 2006.

Florida International University Essay Scholarship, Florida International University,

Academic Year 2005-2006.

Speeches & Lectures

Reynolds Journalism Institute, Lambert Seminar Room, Columbia, Missouri, November 12,

2010, 3:30pm, A Review of the BP Oil Crisis: Gulf Disaster 2010.

Missouri School of Journalism, Tucker Forum, Columbia, Missouri, November 11,

2010, 3:30pm, BP and Greenpeace: A Conflict Framework in CSR.

Missouri School of Journalism, Fisher Auditorium, Columbia, Missouri, November 4,

2010, 12:30pm, Public Relations: Then and Now.

Missouri School of Journalism, 204 Strickland Hall, Columbia, Missouri, October,

2010, 3:30pm, October 19, 2010, 2:00pm, The Rise and Fall of the BP Oil Giant.

Missouri School of Journalism, Tucker Forum, Columbia, Missouri, March 18,

2010, 3:30pm, Conflict in the Go Green Movement: A Research Study.

Missouri School of Journalism, William D. Smith Forum, Columbia, Missouri,

March 16, 2010, 4:00pm, Newsroom Café: A Business Proposal.

Florida International University, Miami, Florida, April 14, 2007, 6:00pm, An In-depth Look

into Invisible Children.

PROFESSIONAL ASSOCIATIONS

Center for International Business Education and Research (CIBER) Fellows

Arab-U.S. Association of Communication Educators (AUSACE)

Association of Education in Journalism and Mass Communication (AEJMC)

Middle East Public Relations Association (MEPRA)

Society of Professional Journalists (SPJ)

# LANGUAGES

English; Spanish; French; Tagalog

# COMPUTER SKILLS

Knowledgeable in the following applications and programs:

🞄 Adobe After Effects 🞄 Adobe InDesign

🞄 Adobe Photoshop 🞄 Adobe Premiere Pro

🞄 Dreamweaver 🞄 Sony Sound Forge

🞄 MS PowerPoint 🞄 MS Excel

🞄 PeopleSoft 🞄 MS Word

🞄 FileMaker Pro 🞄 SPSS

🞄 WordPress

REFERENCES

Anthony Miyazaki, Ph.D., Chair, Department of Marketing Knight Ridder Center Research

Fellow Professor, Department of Marketing, College of Business, Florida International

University, Modesto A. Maidique Campus, 11200 SW 8th St, RB 307B, Miami, FL 33199,

Phone: +1 305.348.3330, Email: [miyazaki@fiu.edu](mailto:miyazaki@fiu.edu)

Frederick Cropp, Ph.D., Associate Dean for Global Programs, Associate Professor for Journalism Studies, Missouri School of Journalism, 76-E Gannett Hall, Columbia, Missouri 65211, Phone: +1 573.882.1930, Email: [croppf@missouri.edu](mailto:croppf@missouri.edu)

Glen Cameron, Ph.D., Maxine Wilson Gregory Chair in Journalism Research and Professor of

Family and Community Medicine, Missouri School of Journalism, 140-E Walter Williams

Hall, Columbia, Missouri 65211, Phone: +1 573.864.2897, Email: [camerong@missouri.edu](mailto:camerong@missouri.edu)

Guy Golan, Ph.D., Associate Professor, Newhouse School of Public Communications, Syracuse

University, Newhouse 2, Room 365, Syracuse, NY 13244, Email: [gjgolan@syr.edu](mailto:gjgolan@syr.edu)

Margo Berman, Professor of Advertising, Kauffman Faculty Scholar, Florida International

University, Biscayne Bay Campus, 3000 NE 151 Street, ACII 325, North Miami, FL 33181, Email: [bermanm@fiu.edu](mailto:bermanm@fiu.edu)

Shelly Rodgers, Ph.D., President of the American Academy of Advertising & Associate Professor

of Strategic Communication, 140-A Walter Williams Missouri School of Journalism,

Columbia, Missouri 65211, Phone: +573.882.4213, Email: [rodgerss@missouri.edu](mailto:rodgerss@missouri.edu)

Stéphanie Durand, Media and Partnerships Officer, United Nations Alliance of Civilizations,

Executive Office of the Secretary General, The Chrysler Building, Fifth Floor, 405 Lexington

Avenue, New York, NY 10174, Phone: +1 212.457.1851, Email: [stephanied@unops.org](mailto:stephanied@unops.org)

David van Over, Ph.D., Dean of Business Administration, American University in Dubai, P.O.

Box 28282, Dubai, UAE, Phone: +971 4 318 3311, Email: [dvanover@aud.edu](mailto:tmady@aud.edu)

HRH Maryam Al Maktoum, Princess of Dubai, Email: *Available upon request*