

The School of Business & Digital Media empowers our students to engage and succeed in a rapidly changing world.

The School of Business & Digital Media is committed to [GCU's Strategic Compass](#). Please enjoy our 2020-2021 Annual Report, which is a summary of our activities and accomplishments this year, as they align with both the vision of Georgian Court University and President Marbach and the mission within the [School of Business & Digital Media](#) (SBDM).

| Compass Point #1. Mission Fulfillment Through Academic Excellence | |
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| Empowering Students | <ul style="list-style-type: none"> Thirteen undergraduate and graduate students in business were inducted into the Delta Mu Delta International Honors Society and four undergraduate students in digital communication were inducted into the Omega Nu Chapter of the Lambda Pi Eta Honor Society during the SBDM virtual Honors induction ceremony on April 15th. Digital Communication junior Hanna Thrainsdottir presented “Notorious RBG”: The Mythification of Justice Ruth Bader Ginsburg at the 2021 Northeast Regional Honors Conference. Digital Communication junior Hanna Thrainsdottir and classmate Lauren Sodano presented their research “The Effect of Disclosing Pronouns on Perceptions of a Job Applicant” during the 2021 Academic Excellence virtual event and won third place in the poster competition. Jinsook Kim PhD, assistant professor of graphic design and multimedia, mentored Jarod Brzyski on his paper entitled “Data Visualization and Visual Hierarchy of Overuse Injuries Among Men and Women” and Marci Mazzarotto PhD, assistant professor of digital communication, mentored Alycia Bardon on her paper entitled “Neil Postman and Communication Through TikTok”, both featured in the 2021 Academic Excellence virtual event. Digital Communication students Catherine Cook and Hanna Thrainsdottir were both mentored by Dr. Marci Mazzarotto and presented their film studies research papers at the virtual Pop Culture Association Conference in June 2021. |

**62 SBDM STUDENTS COMPLETED INTERNSHIPS
DURING THE 2020-2021 ACADEMIC YEAR.**

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| Success | <ul style="list-style-type: none"> The SBDM prepared the ACBSP Quality Assurance Report spanning academic years 2016-17 to 2019-20 to fulfill requirements to maintain business program accreditation. MBA graduate Ms. Cyndi Shymanski '20 was selected as the commencement speaker during the Class of 2020 graduate commencement ceremony in October 2020. Seven students in the Master’s of Communication & Digital Marketing (CDM) program earned the Google Analytics Beginner Certification through the Digital Media Analytics and Customer Research class. Eight CDM students earned Hootsuite Platform Certification through the Digital Marketing class. Twelve SBDM student athletes earned selection into the prestigious New Jersey Iota Chapter of Chi Alpha Sigma in Spring 2021. Accounting major Rachel Pausz was inducted into the New Jersey Collegiate Business Administration Association Honor Society, which recognizes the top 1% of business students in the State of New Jersey. The 2020-21 GDMM Senior Show was again a virtual exhibition that features the work of nine graduating seniors in Graphic Design & Multimedia - each graduate prepared seven pieces to showcase, under the direction of Dr. Jinsook Kim. Thirty-six percent of SBDM faculty published papers and almost half (45.5%) presented at academic conferences during 2020-21 (up from 10 and 20%, respectively, during 2019-20). SBDM faculty were awarded a total of \$2K in internal research grants during 2020-21 (Drs. Behera, Mazzarotto and Pawlish). 100% of accounting faculty completed CPE toward continuance of professional certification. Two additional faculty members completed Quality Matters certification (Drs. Kim & Bernhard). |
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| Compass Point #1. Mission Fulfillment Through Academic Excellence (continued) | |
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| Rapidly Changing World | <ul style="list-style-type: none"> • The Master of Science in Communication & Digital Marketing launched in Fall 2020. • Stukent Mimic Social Simulation software is used in the Brand Strategy in the Digital Age course. • The Media Production course from the Digital Communication program has been approved to satisfy the General Education Virtual & Performing Arts requirement, thus encouraging interdisciplinary enrollment in the course. • The Intercultural Communication course from the Digital Communication program course has been approved as part of GCU's Multiethnic studies minor. • The Digital Communication program launched three new courses for 2020-2021: The Art of Film, Women in Film (both cross-listed in Art) and Writing About Television (cross-listed in English). • The core business curriculum has been expanded the options to fulfill the communication requirement to include two Digital Communication courses: Intercultural Communication and Organizational Communication. |

THE SBDM'S MEDIA LAW & ETHICS AND
BUSINESS & PROFESSIONAL ETHICS COURSES
ARE INCLUDED IN GCU'S NEW [ETHICS MINOR](#).

| Compass Point #2. Mission Fulfillment Through an Exceptional Student Experience | |
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| Empowering Students | <ul style="list-style-type: none"> • The SBDM hosted a series of virtual networking events in accounting, finance, digital communication, and business administration in Fall 2020. • In continuing the university-wide celebration of Women Entrepreneurship Week in September, Elizabeth "Lynn" Osborne '18, '19 joined an intimate audience for a workshop and fireside chat in October 2020—moderated by the SBDM's own Theodora Sergiou—to remind us to prioritize ourselves. • The SBDM hosted From Payroll to Purpose, a conversation with writer and SBDM alum Yulanda Darden '09 who worked in corporate America as a payroll professional before taking the leap to become a children's book author under the pseudonym Trevor D and behind the "I Am Me Series." |
| Engagement | <ul style="list-style-type: none"> • Ashley Elmore PhD, associate professor of marketing, hosted Kate Gorstein, founder and president of KLG Public Relations in her Advertising and Public Relations class. Ms. Gorstein inspired students with her story and her team's mantra—<i>Lead with Humanity and Deny Convention</i>. She answered questions on how to get started in public relations, overcoming obstacles and perseverance. • Ellen Bernhard PhD, assistant professor of digital communication, hosted Mike Davis, a press reporter for the Asbury Park Press, in her News Writing and Reporting course. Mr. Davis answered students' questions about writing for a newspaper and shared stories on his continued work reporting on marijuana legalization in New Jersey. Mr. Davis addressed the challenges that the industry faces and discussed topics such as fake news, misinformation, and the impact of social media. |
| Rapidly Changing World | <ul style="list-style-type: none"> • Dr. Ashley Elmore delivered the Marketing During Mayhem virtual short course in June 2020. • Jennifer Edmonds PhD, dean in the School of Business & Digital Media, was featured as a panelist in <i>Voter Education: What You Should Know Before You Vote</i> panel discussion, hosted by Georgian Court's Office of Student Affairs in October 2020. • Dr. Marci Mazzarotto was featured in the <i>Social Media: Power, Price, Privilege</i> discussion, hosted by Georgian Court's Office of Student Affairs in February 2021. • In spring 2021, the SBDM hosted a panel discussion entitled Eliminating Racism in the Workplace as part of the Critical Concerns 2021 programming. |

| Compass Point #3. Mission Fulfillment Through Revenue Generation & Diversification | |
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| Empowering Students | <ul style="list-style-type: none"> • Meera Behera, PhD, assistance professor of finance, was a featured Guest Speaker in the Interdisciplinary Studies course at GCU and discussed <i>Research Foundations and Fundamentals in Business</i>. • For this year’s Digital Communication & Professional Practices Showcase, students created digital media campaigns for Inside Asbury, Rein Teen Tours, Telegraph Hill Records and Venture Cinema – the campaigns were presented during a virtual showcase in May 2021. • For this year’s CDM program capstone, graduating students created marketing communication campaigns for Limitless, Little Rockers, Kids Community, San Diego Relentless and Mixed Media Art – the campaigns were presented during a virtual showcase in August 2021. |

IN FALL 2020, THE SBDM WELCOMED AN INCREASINGLY DIVERSE CLASS OF FIRST YEAR AND TRANSFER STUDENTS THAT IS 64% NON-WHITE (UP FROM 53% NON-WHITE IN FALL 2019).

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| Engagement | <ul style="list-style-type: none"> • Bertram Okpokwasili, PhD, professor of business administration, continues to serve as a Board Member for the Caregiver Volunteers of Central Jersey. • Dr. Marci Mazzarotto serves as a writing mentor for the New York based nonprofit “Girls Write Now.” • Dean Edmonds serves as Executive Board Member of the New Jersey Collegiate Business Administration Association (NJCBA) as a Member-at-Large from a 4-year institution. • Dean Edmonds served as the moderator of the October 2020 Race, the Election and the Media Virtual Town Hall and Panel Discussion, sponsored by APP.com, Asbury Park Press. • Jamie Sotzer was recognized as honorary inductee for Delta Mu Delta during the 2020-2021 SBDM Honors Induction Ceremony. Jamie runs the fashion/media division of her family’s staffing firm in NYC, Choice Associates. • The Dean's Executive Advisory Council (EAC) met in September. At the meeting, council members shared how their respective workplaces have had to pivot their strategies as a result of the pandemic, social injustice, community support, and employee well-being. The EAC also met in mid-February and discussed the pandemic related challenges and declines in experiential learning opportunities; Ceil O’Callaghan and Theodora Sergiou attended as invited guests. • The SBDM hosted of the 4th Annual Mercy Business Leadership Conference, held virtually on June 4-5, 2021. The conference brings together leaders of Mercy business programs from across the United States to discuss issues of common concern. |
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| Compass Point #4. Mission Fulfillment Through Operational Efficiency and Resource Utilization | |
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| Rapidly Changing World | <ul style="list-style-type: none"> • Enhancements to and restructuring of SBDM website: new SBDM mission appears on landing page, recent internship locations have been incorporated onto the websites of each major. • The SBDM held a mini-retreat focused on Innovation in January and our annual full retreat in May entitled Moving The Needle, focused on innovative, interdisciplinary and inclusive thinking. • The SBDM newsletter continues to be distributed electronically as an e-newsletter to the GCU internal community of employees and students, SBDM UG & GR alum, community partners, and the local and regional Deans communities. Fall 2020 and Spring/Summer 2021 editions are available. • The SBDM Annual report is now distributed to the President’s Cabinet, the Provost’s Council, SBDM Executive and Student Advisory Councils and SBDM faculty and staff. It will continue to be posted to the SBDM website. |