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(update annually)

Vita

Leah Moss Busby

Academic Studies
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Education

BBA Marketing, 2010, Lamar University, Beaumont, TX

BBA General Business, 2010, Lamar University, Beaumont TX

MBA Experiential Business and Entrepreneurship, 2011, Lamar University, Beaumont, TX

DBA Marketing, Expected 2022, Liberty University, Lynchburg, VA

Licensures and Certifications

4-8 Math Teaching Certification State of Texas

8-12 Math Teaching Certification State of Texas

K-12 Principal's Certification State of Texas

Honors and Awards

Faculty Merit Service Award 2017-2018 Lamar State College Orange

Distance Education Award 2018-2019 Lamar State College Orange

Nominated for The Society for Collegiate Leadership and Achievement from Liberty University based on high doctoral GPA

Association Memberships

TCTA 2010-2015

TCCTA 2015-present

Professional Experience

Instructor and Program Director, Lamar State College-Orange, 2015- Present

Adjunct Instructor Lamar Institute of Technology, 2010-2014

Teacher Math 8-12, Bridge City ISD, 2011-2015

Paraprofessional, Bridge City ISD, 2010-2011

Research Interests

Research I have done has been focused on distance education and quality of courses offered. With the changing arena of distance education in the United States, a large focus has been put on maintaining quality of the education and fairness during the courses. This means being up to date on all options that allow students to experience the same things that they would in a face to face setting while maintaining security of exams and validity of assignments.

Current Research

Currently I am 4 courses away from beginning my Dissertation process. My Dissertation topic will be based around social media marketing and how the changing market perceptions effect how marketing plans are implemented and maintained. A focus of my dissertation will be on higher education social media marketing with the goal of reaching a large based audience to increase enrollment and retention.

Teaching Experience

-Taught and developed both online sections of the following courses as well as in person. Courses were developed in Black Board and includes many Black Board certified courses. Online experience teaching for over 5 years.

Courses Taught:

Business Principles

Professional Office Communications

Principles of Marketing

Customer Relations

Strategic Management

Business Management Internship

Business Writing

Business Law

Supervision

Personal Finance

Developmental Math I

Developmental Math II

Small Business Management

Professional Presentations

Resume Writing Seminar Lamar State College Orange 2019

Publications and Papers

Created and maintained website for More Mickey Please vacation home rental

Textbook editor Wiley Publishing *Introduction to Personal Finance* by Grable and Palmer Wiley Publishing 2018-reviewed 8 Chapters

Thesis study for MBA at Lamar University *Quality and Scope of Online Education for Business Programs, 2011*

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- o Montroy, J., Moss, L. Disappointed Copyright July 13, 2004*
- o Montroy, J., Moss, L. All Because I Needed Him Copyright August 4, 2004*
- o Montroy, J., Moss, L. All I Want To Do Is Give You My All Copyright July 14, 2004*
- o Montroy, J., Moss, L. Down On My Knees Copyright November 21, 2005*
- o Montroy, J., Moss, L. I Cry Copyright October 7, 2004*
- o Montroy, J., Moss, L. I Left Everything At Calvary Copyright October 20, 2005*
- o Montroy, J., Moss, L. One Soul At a Time Copyright October 16, 2005*
- o Montroy, J., Moss, L. The Rising Son Copyright September 26, 2004*
- o Montroy, J., Moss, L. What a Great Price He Paid Copyright October 3, 2004*
- o Montroy, J., Moss, L. Why Do I Deserve Such a Savior? Copyright October 4, 2004*
- o Montroy, J., Moss, L. You Raise Me Up Copyright July 29, 2004*
- o Montroy, J., Moss, L. If Not Now, When? Copyright August 8, 2004*

References

Dr. Cynthia Stinson

Director Nursing Program Lamar University

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Judy Talbert

Registered Nurse

Phone: (409) 749-4101

Jennifer Bryant

Instructor Economics, Lamar State College Orange

E-mail: Jennifer.bryant@lsco.edu

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