

# **Dr. Susan M. Strohm**

## **Curriculum Vitae**

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The Pennsylvania State University  
CM - Advertising/Public Relations  
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### **Education**

Ph D, University of Minnesota, School of Journalism, Minneapolis, Minnesota, 1989.  
Major: Communications Theory and Research Methods  
Supporting Areas of Emphasis: Media Effects

MA, University of Minnesota, School of Journalism and Mass Communication, 1982.

BA, University of Wisconsin-Madison, 1976.  
Major: Economics and Political Science

### **Administrative Assignments**

College, approximately 250 hours spent per year.

Oversee honors course scheduling and advising of Schreyer Scholars in the College; work with the SHC on all "gateway" admissions.

Director, College, approximately 500 hours spent per year. (August 2014 - Present).

Liaison between College and SHC; promote the use of 494 and 496 credits for faculty-guided undergraduate research projects; promote and disburse University and College funds in support of faculty-supervised undergraduate research; promote the undergraduate research fair

Program Coordinator, College, approximately 300 hours spent per year. (August 1989 - Present).

Oversee Schreyer Scholars in the College of Communications; work with faculty honors advisors, thesis supervisors; work on COMM honors course development and scheduling. This is an ongoing assignment.

## **TEACHING**

### **Teaching Experience**

#### **Penn State**

COMM 417, Eth and Reg in Ad Pr, 11 courses  
COMM 424, Advs Campaigns, 14 courses  
COMM 496H, Honors Independent Studies, 3 courses  
COMM 594, Research Topics, 1 course  
COMM 596, Individual Studies, 1 course

## **SERVICE**

## **Service to the University**

### **College**

#### **Administrative Support Work**

College of Communications Schreyer Honors Coordinator. (January 2013 - Present).

#### **Support of Research and Creative Activities by Undergraduates**

Director of Undergraduate Research, Director. (August 2014 - Present).

Support and expand creative and research activities done by students with faculty members in the College, or as independent study, or as part of their Schreyer Honors College work.

### **Department**

#### **Committee Work**

Student Assessment Committee. (September 2013 - December 2013).

Worked with Prof. Dardis and the rest of the committee on new assessment standards for the students in the AD/PR major.