
Renee Watson, MBA
Senior Lecturer
Marketing and Business Information Systems
Rohrer College of Business
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Academic Background

MBA Rutgers University.

B.S. Rowan University.

Work Experience

Academic

Senior Lecturer - Faculty of Practice, Rowan University (2021 - Present), Glassboro, New Jersey.

Faculty of Practice - Lecturer, Rowan University (July, 2018 - 2021), Glassboro, New Jersey.

Faculty of Practice - 3/4 time, Rowan University (September, 2013 - June, 2018), Glassboro, New Jersey.

Adjunct Faculty, Rowan University (September, 2002 - May, 2013), Glassboro, New Jersey.

Non-Academic

Owner and Operator, DiWat Enterprises and Renee D. Watson Incorporated (May, 2007 - Present), Sewell, New Jersey.

Sales Associate, BHHS Fox and Roach Realtors (April, 2005 - Present), Washington Township, New Jersey.

Sales and Marketing Associate, NVR, Inc. (March, 2004 - September, 2004), Voorhees, New Jersey.

Project Manager, Thorobred Flooring, Inc. (July, 2000 - July, 2002), Winslow, New Jersey.

Courses Taught

Courses from the Teaching Schedule: Management Advertising Promotion (Bachelors), Marketing In The Business Environments (Bachelors), Principles Of Marketing (Bachelors), Retailing (Bachelors), The Marketing Plan (Bachelors)

Professional Certifications

Gloucester Salem County Board of Realtors, 2003, Sewell, NJ.

New Jersey Association of Realtors, 2003, Trenton, NJ.

New Jersey Real Estate License, 2003, Haddonfield, NJ.

Professional Memberships

Camden/Burlington County Chapter of the National Association of Realtors, Present

Gloucester/Salem County Chapter of the National Association of Realtors, Present

Rowan University Alumni Association, Present

Rutgers MBA Alumni Association, Camden Campus Chapter, Present

Intellectual Contributions

Refereed Proceedings

Krey, N., Watson, R., Lewis, P. A., Koza, K. L., & Neier Beran, S. (2018). Applying Knowledge beyond the Classroom with Client- and Project-Based Learning. *Marketing Management Association Conference*, 203.

Chapters, Cases, Readings, Supplements

Cases

Watson, R. D. (2021). Heritage's: MOOving Forward. *Entrepreneurship Education and Pedagogy*. Entrepreneurship

Education and Pedagogy.

Presentations of Refereed Papers

Watson, R. D. (2018-2019). *Applying Knowledge Beyond the Classroom with Client and Project Based Learning*. Marketing Management Association Conference, Kansas City, Kansas.

Grants

Teaching

2018-2019: Watson, R. Junior Faculty Travel Award, Grantee, Rowan University Faculty Center for Excellence.

Honors/Awards

Award

2014-2015: Professor of the Year---Marketing and Business Information Systems, Rowan University.

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