



William H. Barrett

Adjunct Instructor

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Courses Taught

- ORLE 38 Marketing Concepts and e-commerce
- CMST 3210 Business and Professional Presentations

Education

Southern Methodist University

- M.B.A. Marketing
- B.B.A. Economics and Finance

Academic Participation and Awards

- University of Wisconsin-Milwaukee *Gold Star Teaching Award* (2006)
- McGraw-Hill Irwin Higher Education Symposium (2006)
- McGraw-Hill Irwin academic improvement workshop (2005)
- Consultant and contributor, *Understanding Business* 7th edition - Nickels, McHugh, McHugh

“I choose to teach at Marquette based on the commitment from the students to the courses in which they enroll. Our students are mature, interested and serious about their educational endeavors and are hard working. These factors are all most positive for an instructor in the College of Professional Studies.”

Professional Experience

- Adjunct Instructor, Marquette University College of Professional Studies (2002-present)
- Lecturer, University of Wisconsin–Milwaukee (2002-present)
- Senior Account Executive, Zipatoni Company (1998-2001)
- Vice President Planning, GMR Marketing (1996)
- Senior Partner, Demarsh/Barrett, Inc. (1992-1995)
- Director Business Development, Marketing Services Director, Group Products Director, Brand Manager, Area Sales Manager, Miller Brewing Company (1974-1992)

Other University Affiliations

- Adjunct Lecturer, Marquette University College of Business Administration (1999-2005)
- Lecturer, University of Wisconsin-Oshkosh (Fall 2006)
- Instructor, Mount Mary College (2003-2006)

Community Service

- Board of Directors, Gilda's Club of Southeastern Wisconsin (2001-2006)