

# Kenneth L. Hartung

Current Vita as of December 2022

## Bio

Kenneth L. Hartung, Faculty of Practice in Sales, has been an adjunct lecturer then term instructor in the Marketing Department of the University of Louisville's College of Business since the fall of 2014. He teaches Professional Relationship Selling, Strategic Sales Leadership and Consultative Sales. For eleven years prior from 2003 to 2014, he was an Executive-in-Residence in Sales in the Marketing Department of the College of Business at Ohio University and served as the Executive Director of The Ralph and Luci Schey Sales Centre at Ohio University. He was responsible as Executive Director for undergraduate sales education for 250+ students from across the university, for sales research and for executive sales training. He was named the Schey Professor of Sales at Ohio University in April 2007. Prior to teaching at his alma mater, Hartung had twenty years of sales, marketing and business development experience; eight years of supply chain management experience; and two years of corporate planning experience. He earned both his bachelor's degree in business administration and MBA from Ohio University.

## Education

MBA, Ohio University, 1970.  
Supporting Areas of Emphasis: Marketing

BBA, Ohio University, 1969.  
Major: Marketing

## Positions

### Academic

Instructor-Term, University of Louisville. (August 2018-Present)

Adjunct Lecturer, University of Louisville. (August 2014 – May 2018).

Schey Professor of Sales, College of Business, Ohio University. (June 2007 – July 2014).

Executive-in-Residence, College of Business, Ohio University. (September 2003 – July 2014).

Executive Director, Ralph and Luci Schey Sales Centre at Ohio University. (August 2003 – July 2014).

### Professional

Twenty years of sales, marketing and development experience; eight years of supply chain management experience and two years of corporate planning experience.

## **Awards and Honors University of Louisville**

Faculty Favorite Nominee for 2020-2021

Faculty Favorite Nominee for 2019-2020

Faculty Favorite Nominee for 2017-2018

Faculty Favorite Nominee for 2015-2016

## **Awards and Honors Ohio University**

2014 Dean's Special Recognition Award, Ohio University College of Business. (April 11, 2014)

EMC Corporation's Excellence in Sales Education Award, Other. (April 28, 2014).

2011 CoB Faculty (Non-Tenure Track) Recognition Award, Ohio University College of Business.  
(May 13, 2011).

2011 Recognized as one of ten transformative faculty at the Ohio University College of Business,  
College of Business. (March 2011).

2007 Faculty-Staff Contribution Award, College of Business. (May 2007).

2005 Faculty-Staff Contribution Award, College of Business. (May 2005)

## **TEACHING**

### **Teaching Experience**

#### **University of Louisville**

MKT 360, Professional Relationship Selling, 17 courses

MKT 401, Strategic Sales Leadership, 8 courses

MKT 465, Consultative Sales 8 courses

#### **Ohio University**

MBA 6900, Sales Seminar, 2 courses.

MBAM 691, Sales Seminar, 1 course.

MKT 202, Marketing Principles, 3 courses.

MKT 358, Professional Selling Techniques, 22 courses.

MKT 458, Sales Management, 20 courses.  
MKT 4580, Sales Management, 3 courses.  
MKT 468, Advanced Selling Techniques, 12 courses.  
MKT 4680, Advanced Selling Techniques, 4 courses.  
MKT 478, Advanced Sales Effectiveness, 4 courses.  
MKT 4780, Advanced Sales Effectiveness, 2 courses.  
MKT 491, Independent Study, 5 courses.  
MKT 493, Marketing Readings, 3 courses.  
PMBA 691, Seminar in Sales, 1 course.

## RESEARCH

### Published Intellectual Contributions

#### Refereed Journal Articles

Muse, W. V., Hartung, K. (1973). Consumer Perception of a Dual Brand. *Journal of Retailing*, 49(1).

## SERVICE

### General Service

#### College

##### University of Louisville

Board Member, Ulmer Career Development Center Advisory Board, University of Louisville College of Business. (September 2015 – December 2021).

Cardinal Flight Committee, University of Louisville College of Business (September 2021-present)

##### Ohio University College of Business

Committee Member, Teaching CIT. (August 2013 – July 2014).

Committee Member, Executive Committee, CoB (August 2012 – July 2014).

Committee Member, Placement CIT. (September 2012 - August 2013).

Committee Member, Teaching CIT Committee. (September 2010 - September 2012).

Committee Member, Recruitment and Retention CIT Committee. (September 2007 - June 2010).

Committee Member, Placement CIT Committee. (August 2006 - September 2007).

Committee Member, Jr. Executive CIT Committee. (September 2006 - August 2007).

Committee Chair, Placement CIT Committee, Chair. (September 2005 - August 2006).

Committee Member, Placement CIT Committee. (September 2003 - September 2005).

Student Org Advisor (Professional Org), ExSell Sales Club. (September 2003 - August 2005).

### **Department**

Committee Member, Executive Committee, Professional Sales Advisory Board, Schey Sales Centre. (October 2005 – July 2014).

### **Professional**

Board Member, University Sales Center Alliance. (April 2008 - September 2012).

Board Member, Center for Sports Administration On-Line Ticket Sales Training. (December 2008 - December 2009).

Board Member, National Cooperative Business Association. (1998 - 2001). Executive Committee (2000-2001)

### **Public/Community**

Board Member, Bridgehaven. (January 2015 - Present).

Board Member, Bridgehaven, (1997 – 2003) President 2001; Executive Committee 1998-2001