

KEITH ALAN GOSSELIN

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(818) 371-9024 or kgosselin@msmu.edu

PROFESSIONAL TEACHING EXPERIENCE

INSTITUTIONS:

MOUNT SAINT MARY'S UNIVERSITY, LOS ANGELES (05/2001 to Present)– Los Angeles, California – TENURED

CALIFORNIA STATE UNIVERSITY NORTHRIDGE (01/2005 to Present) – Northridge, California; ADJUNCT

UNIVERSITY OF CALIFORNIA, LOS ANGELES (01/2006 to Present) – Los Angeles, California; ADJUNCT

CALIFORNIA LUTHERAN UNIVERSITY (05/2016 to Present) - Thousand Oaks, California; ADJUNCT

WOODBURY UNIVERSITY (09/1999 to 08/2006) – Burbank, California; ADJUNCT

LOYOLA MARYMOUNT UNIVERSITY (01/2003 to 05/2003) – Los Angeles, California PART-TIME

MARYMOUNT COLLEGE/WEBSTER UNIVERSITY (05/1998 to 05/2002) – Palos Verdes/Irvine, California; ADJUNCT

L.A. SOUTHWEST COLLEGE (09/1997 to 12/1997) – Los Angeles, California, ADJUNCT

INSTRUCTIONAL PROGRAMS:

TRADITIONAL (MSMU, CSUN & CLU)

WEEKEND (WOODBURY, MSMU & MARYMOUNT)

EXTENSION (UCLA & LMU)

PACE (CSUN)

EVENING (CSUN & WOODBURY)

GRADUATE LEVEL (MSMU)

GRADUATE (MBA) COURSES:

Foundations of Marketing

E-Business for Business Managers

Branding, Strategic Positioning and Customers

Capstone Project Faculty Advisor

UNDER-GRADUATE COURSES:

MARKETING:

Principles of Marketing

Marketing Research (Offline and Online)

Consumer Behavior

Principles of Advertising

International Marketing

Sales Management

New Media Marketing
Media Planning & Evaluation
Marketing the Small Business
E-Marketing (One-Unit)
The Art of Public Relations (One-Unit)
Personal Selling (One-Unit)
Marketing the non-Profit (One Unit)
Developing a Marketing Plan

TECHNOLOGY:

Fundamentals of eCommerce (Online)
Management of Information Systems (Offline and Online)
Computer Science

GENERAL BUSINESS AND MANAGEMENT:

Business Foundations and Analysis
Small Business Management
Principles of Management
Organizational Behavior
Project Management (One-Unit)
Global Enterprise
Business 101
Retail Management

FINANCE:

Principles of Finance

PROFESSIONAL BUSINESS EXPERIENCE

KKG MARKETING CONSULTANTS

PRESIDENT – 2001 to Present

ARAMARK UNIFORM SERVICES -- Burbank, California

E-BUSINESS MANAGER -- 1999 to 2003

STANDARD COMMUNICATIONS CORPORATION -- Torrance, California

DIRECTOR OF MARKETING -- 1997 to 1999

DASIBI ENVIRONMENTAL CORPORATION -- Glendale, California

PRODUCTION MANAGER -- 1987 to 1997

EDUCATION AND AFFILIATIONS

EDUCATION

MBA

College of William & Mary -- Williamsburg, Virginia

BA -- Cum Laude

Loyola Marymount University -- Los Angeles, California

INSTITUTIONAL SERVICES

Professional Assessment Liaison (PAL) at MSMU since 2006; National Student Advertising Competition (NSAC) Faculty Advisor at MSMU since 2007.

AWARDS

Outstanding Faculty at CSUN in 2013; Faculty of the Year at MSMU Weekend College in 2015

SEMINARS & TRAINING PROGRAMS

Tseng College International Business Program at CSUN Co-Designer & Instructor (CSUN) since July of 2015.

PUBLISHED ARTICLES

"Soft Prices Can Cause Soft Brands" in B-to-B Online on 08/09/04; "Training Critical in Hard Times" in Daily News on 09/15/09

PROFESSIONAL AFFILIATIONS

Advisor for American Advertising Federation (AAF) Mount Saint Mary's Chapter from 2006 - Present

Former V.P. Academic Relations of American Marketing Association (AMA)

SPECIAL SKILLS

Proficient in Moodle, Canvas, Blackboard, Angel & WebCT Online Learning Management Systems

REFERENCES

Mount Saint Mary's University, Los Angeles

Mark Alhanati, Chair of Business Department (310) 902-5549

California State University Northridge

Deborah Heisley, Chair, Dept. of Marketing (818) 677-2458

University of California at Los Angeles

Ing Phansavath, Program Director (310) 206-7509

California Lutheran University, Ventura County

Paul Witman, Director, Undergraduate Programs, School of Management (805) 493-3562