

Kent Drummond
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EDUCATION

Ph.D. Communication, University of Texas, Austin, Texas, 1990
M.B.A., Marketing, Northwestern University, Evanston, Illinois, 1982
B.A., English, Stanford University, Palo Alto, California, 1980

ACADEMIC POSITIONS

2021-present: Professor, English, University of Wyoming
2019-2021: Associate Professor, English, University of Wyoming
2017-2019: Associate Dean, College of Business, University of Wyoming
2003-2019: Associate Professor, Management and Marketing, University of Wyoming
1996-2003: Associate Professor, Communication and Mass Media, University of Wyoming
1990-1996: Assistant Professor, Communication and Mass Media, University of Wyoming

PUBLICATIONS

Books

Drummond, K., Aronstein, S., and Rittenburg, T. (2018). *The Road to Wicked: Marketing and Consuming Oz from Baum to Broadway*. Palgrave Macmillan. Hardcover. Over 1500 copies sold (outstanding for an academic book in the humanities). Drummond and Aronstein featured on the PBS documentary “American Oz” in April, 2021.

Books in Preparation

Drummond, K. *Consuming the Beatles*. Archival research and consumer interviews underway. Numerous site visits made to Liverpool, London, New York, and Las Vegas.

Drummond, K. *In the Arms of the Gods Tonight: Consumption and Transcendence in the Performative Arts*. Consumer interviews underway.

Drummond, K. *Appearing Nightly: Iconicity and Embodiment in Las Vegas*. Numerous live shows and exhibits directly observed and documented.

Refereed Journal Articles

Drummond, K. (in press, 2022). All the Van Gogh’s in the World: Writing About Art in the Age of Experience. *Journal of Customer Behaviour*.

Drummond, K., Aronstein, S., and Rittenburg, T. (2018). Amazing Information: Hyperreality and “The World of Wicked,” (lead article) *Research in Consumer Behavior*, Vol. 19, 3-17.

Drummond, K. (2016). Rock and Roll. *Consumption, Markets, and Culture*, 20(4), 357-363.

- Drummond, K. (2011). Shame, Consumption, Redemption: Reflections on a Tour of Graceland. *Consumption, Markets, and Culture*, 14(2), 203-213.
- Drummond, K. (2006). From Museum to Marketplace: Consuming Caravaggio. *Marketing Theory*, 6(1), 85-105.
- Drummond, K. (2006). Climbing a Stairway to Heaven: Led Zeppelin's Celtic Embrace. *Journal of Strategic Marketing*, 14, 35-43.
- Drummond, K. (2003). The Queering of 'Swan Lake.' *Journal of Homosexuality*, 45, 235-255.
- Drummond, K. (1998). Narrative Dance vs. Abstract Dance: Teaching Both Sides of Balanchine. *Iowa Journal of Communication*, 30, 23-36.
- Drummond, K., & Hopper, R. (1993). Back-channels Revisited. *Research on Language and Social Interaction*, 26, 157-177.
- Drummond, K., & Hopper, R. (1993). Some Uses of 'Yeah.' *Research on Language and Social Interaction*, 26, 203-212.
- Drummond, K., & Hopper, R. (1993). Acknowledgment Tokens in Series. *Communication Reports*, 6 47-53.
- Hopper, R., & Drummond, K. (1992). Accomplishing Interpersonal Relationship. *Western Journal of Speech Communication*, 56, 185-199.
- Hopper, R., Doany, N., Johnson, M., & Drummond, K. (1991). Universals and Particulars in Telephone Openings. *Research on Language and Social Interaction*, 24, 369-387.
- Hopper, R., & Drummond, K. (1990). Emergent Goals at a Relational Turning Point: The Case of Gordon and Denise. *Journal of Language and Social Psychology*, 9, 39-60.
- Drummond, K. (1989). A Backward Glance at Interruptions. *Western Journal of Speech Communication*, 53, 150-166.
- Hopper, R., & Drummond, K. (1988). A Micro-Analytic Perspective. *Critical Studies in Mass Communication*, 5, 163-166.

Refereed Book Chapters:

- Drummond, K., and Krszjaniek, E. (2015). Theatre of the Abject. In S. Dobscha (Ed.), *Death in a Consumer Culture*, 242-253. London: Routledge.
- Drummond, K. and Jia, L. (2016) Our Chemical Romance: Body Worlds and the Triumph of Technology. In S. Lucas (Ed.), *Themed and Immersive Spaces*, 219-223. Newbury Park: Sage.
- Drummond, K. (2006). Culture Club: Marketing and Consuming *The Da Vinci Code*. In S. Brown (Ed.), *International Bestseller: The ABCs of Book Marketing*, 60-72. London: Routledge.

Drummond, K. (2003). Conversational Enslavement in *The Truman Show*. In P. Glenn, C. LeBaron, & J. Mandelbaum (Eds.) *Studies in Language and Social Interaction*, 521-529. Mahwah, NJ: Lawrence Erlbaum Associates.

Drummond, K. & Hopper, R. (1991). Misunderstanding and its Remedies. In N. Coupland, H. Giles, & J. Wiemann (Eds.) *Miscommunication and Problematic Talk*, 301-316. Newbury Park, CA: Sage.

INVITED LECTURES

Oxford University	University of Wisconsin - Madison
Royal Holloway – University of London	University of Georgia
London City University	University of Texas at Austin
University College Dublin	Rutgers University
Limerick University	Temple University

TEACHING AWARDS

Susie McMurry Chair, Excellence in Teaching
John P. Ellbogen Award for Excellence in Teaching
Golden Apple Award for Excellence in Freshman Education
Hollon Award for Teaching Excellence in Off-Campus Teaching
Wyoming Distance Educator of the Year
Promoting Intellectual Engagement (PIE) Award
Mortar Board Top Prof (10)

TEACHING FIELDS

Experiential Marketing; Marketing, Media, and Culture; Consumption of Performance; Interpretive Consumer Research; Semiotics; Personal Selling; History of Rock and Roll

DISSERTATION SUPERVISION (with current positions)

Dr. Mya Groza, tenured Associate Professor, Northern Illinois University
Dr. Courtney Nations Baker, Assistant Professor, University of North Florida
Dr. Matthew Lunde, Assistant Professor, Pittsburgh State University (Kansas)
Dr. Eric Krszjzaniek, Instructional Professor, University of Wyoming

Selected Conference Papers

2020: “Embodying the Beatles: Abbey Road 50 Years On,” Popular Culture Association Annual Conference, Philadelphia, PA. (Paper accepted; conference canceled due to COVID-19).

2020: “Stalking the Voyeur in the City by the Bay: A Hitchcock Walking Tour,” Southwest Popular Culture Association Annual Conference, Albuquerque, NM.

2019: “The Pleasures and Perils of Writing a Book in the Consumer Culture Theory Tradition,” presentation and roundtable discussion organized by K. Drummond, Consumer Culture Theory Conference, Montreal, Canada.

2018: ‘I Can Relate to the Green Gal:’ From Abject Fear to Intense Identification in *Wicked*,” Consumer Culture Theory Conference, Odense, Denmark.

2017: “Amazing Information,” Consumer Culture Theory Conference, Anaheim, CA. Top Competitive Paper Award out of 120 submissions. (Co-authors Susan Aronstein and Terri Rittenburg).

2015: "Our Chemical Romance: Body Worlds and the Transformation of the Cadaver," Consumer Culture Theory Conference, Fayetteville, Arkansas. (Co-authors Eric Krszjzaniek and Lei Jia).

2014: "The Declination of Marketplace Liberation: Revisiting a Critical CCT Construct," Consumer Culture Theory Conference, Helsinki, Finland. (Co-author Rachael Budowle).

2014: "The New Domestic: Fluid Gender Performance in Online Spaces," ACR Conference on Gender and Consumption, Helsinki, Finland. (Co-author Rachael Budowle).

2014: "Unpacking *Wicked*," Macromarketing Society annual conference, London, UK. (Co-author Terri Rittenberg).

2014: "Rock of Aging: Def Leppard and Nostalgia," ACR annual conference, Baltimore, MD. (Co-author Travis Simkins).

2013: "The Long Poem of Walking," Consumer Culture Theory annual conference, Tucson, AZ

2012: "Consuming to be Consumed: Nuanced Competition Among Beauty Pageants Contestants," Consumer Culture Theory Conference, Oxford, UK. (Co-author, Mya Groza).

2012: "BodyWorlds and the Consumption of Death," Association for Consumer Research Conference, Vancouver, BC.

2008: "The Value and Future of Postmodern Consumer Research Methods," Heretical Consumer Research Annual Meeting, San Francisco.

2007: "The Da Vinci Code as Performed Re-Consumption: Extending the Life of a Cultural Phenomenon." Consumer Culture Theory, Toronto.

2007: "Unlocking The Da Vinci Code's Success: A Systemic Perspective." Macro-Marketing, Washington, DC.

2006: "A Checklist of Effective Qualitative Research," Association for Consumer Research, September, Orlando, FL.

2004: "Trends in Interpretive Consumer Research," Association for Consumer Research Annual Meeting, Portland.

2003: "Sustaining Dead Artists: The Case of Caravaggio," paper presented at the Association for Consumer Research Annual Meeting, Toronto.

2002: "The Long Strange Journey of *Tantalus*," National Communication Association Annual Meeting, New Orleans. Top Competitive Paper, Theater Division (Co-author Susan Aronstein).

COURSES TAUGHT

In English

Consumption, Markets, and Culture
Senior Seminar on Experiential Marketing and Consumption
Rhetoric, Media, and Culture
The Role of the Critic
Tragedy Then and Now

In Management and Marketing

Doctoral Seminar, Postmodern Consumer Behavior
MBA Communication Skills*
MBA Communication and Negotiation
MBA International Marketing
Advertising
Integrated Marketing Communications
Personal Selling and Sales Management
Introduction to Marketing*
Independent Studies in Marketing
First-Year Seminar: Marketing Signs and Symbols

In Communication and Mass Media

Graduate Seminar, Persuasion
Graduate Seminar, Interpersonal Communication
Graduate Seminar, Communication Theory
Introduction to Human Communication*
University Studies 1000
Organizational Communication
Advanced Interpersonal Communication*
Advanced Communication Theory*
Theory of Language and Society*
Aesthetics*
Communication and the Performing Arts
Special Topics in Communication
Independent Studies and Internships in Communication

For Honors

Freshman Colloquium: Dreams and Reality version and Great Books version
Senior Seminar: On Broadway
Junior Seminar: Marketing Manhattan

For High School Institute

Performing the Self in Everyday Life
Marketing Disney

For the Peter Drucker School of Business, Claremont Graduate University, Claremont, CA

Experiential Marketing at the Getty Museum and Beyond

*Also developed these courses for Outreach versions, including Video Library, Compressed Video, weekend intensives at UWCCC, and online.

ADVISING

Marketing Dissertations Supervised (with current positions)

Dr. Mya Groza, recently-tenured Associate Professor, Northern Illinois University
Dr. Courtney Nations Baker, Assistant Professor, University of North Florida
Dr. Matthew Lunde, Assistant Professor, Pittsburgh State University (Kansas)
Dr. Eric Krszjzaniek, Assistant Lecturer, University of Wyoming

Marketing Dissertation Committee Membership (with current positions)

Dr. Heejung Park, Assistant Professor, Northern Michigan University
Dr. Shikha Upadhyaya, Assistant Professor, Cal State University, LA
Dr. Richard Van, Assistant Professor, Pennsylvania State University
Dr. Edna Ndichu, Assistant Professor, Whitworth University

English Department Graduate Engagement

Joyce Stewart (member, Dissertation Committee)
Quinton Applegate (Co-chair, MA Thesis Committee)
Stephen Mack (Member, MA Thesis Committee)

Instructional Supervision

Established the Academy of Teaching Excellence in the College of Business
Supervised all Graduate Assistant Instructors in the Marketing doctoral program.

SERVICE AND ENGAGEMENT

University Service

Saturday University (Director)
Attainment Council (Co-Chair, appointed by UW President)
Tenure and Promotion Committee (Chair)
Course Approval Committee (Chair)
Wyoming Institute for Humanities Research (Recruiter)
UW Art Museum Board of Directors
Academic Planning Committee
Executive Committee, Faculty Senate
UW Advisory Council
Faculty Academic Standards, Rights and Responsibilities Committee
Faculty Dispute Resolution Committee
UW Honors Committee
Tobin-Spitaleri Committee
UW Institutional Marketing Committee
Rhodes and Truman Scholarships Committee
Cultural Programs Board
Teaching Review Committees for faculty across campus, including
Communication, Art, Music, Theater and Dance, and Education
Careers Everywhere Sub-Committee on Developing Students' Job Search Skills
Recruiter, Cowgirl Tennis Team
Volunteer, Move-in Day

College Service

Various hiring committees in A&S and COB
A&S Tenure and Promotion Committee

English Department Service

Personnel Committee
Departmental Self-Study Committee
Admissions Committee, Online MA Cohort

Statewide Engagement

Consultant and Workshop Presenter to Small Businesses throughout Wyoming
Meet the Dean Visits, A&S and COB

Local Engagement

Chair and Board Member, Bauen Camp for the Performing Arts
Board Member, Cathedral Home for Children
Board Member, UniWyo Federal Credit Union
Vestry Member, Saint Matthew's Episcopal Cathedral

Sample of Non-Academic Presentations

2018: "How a Simple Research Question Can Lead to Writing a Book." Lecture to prospective students and their parents for Honors Impact Weekend.

2017: "Keeping Up with the Kardashians: Why Bother?" Lecture during Cowboy Connect Weekend featuring College of Business faculty.

2016: "Ten Tips for Marketing in the 21st Century." Lecture to Wyoming Business Leadership Institute.

2014: "Consuming Art at the *Stocked* Show," Invited Speaker, UW Art Museum, Laramie.

2014: "'Do You Want to Know a Secret?': What Lennon and McCartney Can Tell Us About Good Teaching," Keynote Speaker, New Faculty Orientation, UW.

2014: "Valuing Services," Wyoming Association of Petroleum Engineers.

Professional Associations

Chair, Heretical Research Group, (branch of the Association for Consumer Research)
Organized and led annual conference in Orlando FL
Curated faculty-led research projects in World Disney World and surrounding area
Reviewed manuscripts for special edition of *Consumption, Markets and Culture*
Consumer Culture Theory Consortium (founding member and program co-planner)
Association for Consumer Research
American Marketing Association
Popular Culture Association
Southwest Popular Culture Association
International Communication Association
National Communication Association

Editing and Reviewing

Associate Editor, Performing Arts, *Journal of Customer Behavior*
Arts and the Market (reviewer)
Consumption, Markets and Culture (reviewer)
Marketing Theory (reviewer)

GRANTS

1997: UW International Travel Grant

“Performing Arts in London: Course Development, Internship,
And Student/Faculty Exchange Opportunities”
\$1912 requested and funded
Internships in London were obtained and utilized by UW students.

1997: Innovative Summer Course Grant

“Communication and the Performing Arts”
\$2000 requested and funded
This C3 course was developed and taught for CO/M department.

1993: Faculty Grant-in-Aid/A&S Basic Research Grant

“An Ethnographic Study of the Choreographer’s Message”
\$5500 requested and funded
Findings resulted in two publications and two conference papers.

PROFESSIONAL DEVELOPMENT

Associate Dean of Undergraduate Education, UW College of Business (2017-2019)

- Participated in extensive training in assessment and accreditation from the College’s certifying body, AACSB (Association for the Advancement of Colleges of Business). Attended six two-day seminars on Beginning and Advanced Assessment, Assurances of Learning, Impact, and Inclusion and Diversity.
- Participated in additional training from AACSB on how to become a more effective Associate Dean. Attended four two-day seminars on motivating faculty, working effectively with other associate deans, and managing workloads. Facilitated discussions and presented a workshop during three of these seminars.

ADMINISTRATION

Director, Saturday University (2020-present)

- Organize, schedule, and promote educational programs across the state

Co-Chair, Wyoming Educational Attainment Council (2018-2019)

- Facilitated the development and approval of a 5-year plan aimed at increasing educational attainment throughout Wyoming

Associate Dean, UW College of Business (2017-2019)

- Managed accreditation and assessment activities throughout the College
- Supervised managers in the Advising, Recruiting, and Placement Offices
- Initiated revisions of majors and minors of three departments

CORPORATE EXPERIENCE

Marketing Manager, Pacific Bell Directory, San Francisco, California (1983-1986)

- Created and implemented marketing plans for Northern California directories with revenues of over \$30 million. Redesigned yellow pages based on consumer needs and cultural trends. Supervised staff of assistant managers. Designed and analyzed surveys. Conducted focus groups and depth interviews.

Territory Manager, Elizabeth Arden, Inc., New York, New York (1982-1983)

- Supervised sales of \$1.1 million in high-end cosmetics firm in 54 accounts across the country. Managed marketing, promotion and display activities, and nurtured relationships with major buyers. Supervised sales force through incentive programs, training schools, and monthly meetings. Coordinated conferences and corporate-sponsored events. Achieved 23% increase in sales.