

Kim Donahue

Teaching Professor in Marketing at Indiana University, Kelley School of Business

Indianapolis, IN, US

Sports marketing expert with a penchant for crisis management.

Biography

Kim Donahue, senior lecturer in marketing, has taught undergraduate marketing classes for over 20 years. Following a career in sales with Metromedia Steakhouses and Kraft, Donahue received her MBA from Wright State University to accompany her undergraduate degree from Ohio State University. She is a frequent source for media outlets in Indiana, commenting on sports marketing and promoting the image of the city of Indianapolis. Donahue is a three-time winner of the IU Trustees Teaching Award and also has won the Schuyler F. Otteson Undergraduate Excellence in Teaching Award three times.

Industry Expertise

Research, Education/Learning, Corporate Leadership, Advertising/Marketing, Sport - Professional, Writing and Editing

Areas of Expertise

Crisis Management, Marketing Concepts, Marketing, Sports Marketing, Image Marketing

Accomplishments

Indiana University Trustees Teaching Award

Three-time recipient

Schuyler F. Otteson Outstanding Undergraduate Teaching Award

Three-time recipient

TERA Teaching Award

Indiana University Teaching Excellence Recognition Award

Excellence in Teaching Awards from Student Athletes

Kelley School of Business, Indiana University

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