

Marsha Loda

Associate Professor in the James M. Hull College of Business at Augusta University

Augusta , GA, US

A leading marketing expert helping businesses in the hospitality industry bounce back from crises, including the COVID-19 pandemic.

Biography

Marsha Loda co-owned an advertising and public relations agency in Memphis, TN for almost 20 years. She grew the public relations department from one staff member to a division with gross income exceeding one million dollars. At the agency, she worked with a variety of national media reporters including Associated Press, Wall Street Journal, Chicago Sun Times, Washington Post, New York Times, Dallas Morning News, Houston Chronicle, Los Angeles Times, ABC Evening News, The Today Show, BET, BBC and Paris Television. Before committing to her doctoral studies full time in 2001, Marsha was marketing director for the largest tourism business in the state of North Carolina. At Harrah's, she directed the advertising, sales, public relations, direct marketing, entertainment and affinity card departments with a combined staff of 42 people and a marketing budget of \$28 million. She also served as media spokesperson for the property. Marsha has a masters degree in communications from the University of Memphis, from which she received the Department of Journalism's Distinguished Alumni Award. In 2003, she completed her Ph.D. at Clemson University. She was named Assistant Professor in the Hull College of Business in 2007.

Areas of Expertise

Mass media public relations, Journalism, Parks, Recreation and Leisure, Message credibility

Education

Clemson University

Doctoral degree Parks, Recreation and Leisure

University of Memphis

Master's degree Journalism

University of Memphis

Bachelor's degree Journalism

Google

Certification Google AdWords Certification

Accomplishments

Outstanding Teacher of the Year
An award given at Augusta University

Professor of the Year
Given by the Beta Gamma Sigma

Outstanding Teacher Award
An award given at Augusta University

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