Dr. Steven Edwards  |  Director of the Temerlin Advertising Institute and Professor
Philosophy, Advertising, minors in Marketing, Research Methods and Statistics, MA Marketing and Psychology, BA Psychology
Steve Edwards is former editor of the Journal of Interactive Advertising. His research explores persuasive communication in digital environments, product placements, and disclaimers and retouching in ads. He highlights socially responsible advertising on advertisers.com.
Dr. Edwards teaches Consumer Engagement Strategies at the graduate level, and has taught Consumer Behavior, Interactive Advertising Design, Research Methods, and Survey of Advertising.

Mark Allen  |  Lecturer
BA Philosophy, BFA Communication Design, minor in Advertising, PhD Philosophy (in progress)

Mark Allen’s work as an art director and designer has been recognized in the Print Regional Design Annual and Applied Arts magazine, as well as by the Promotion Marketing Association, the Illustrators Society of Los Angeles and the DSAC.
Mr. Allen is pursuing his PhD with his primary area of interest in the parallels between formal design principles in the process of art-making and ethical principles in the formation of a well-lived life.
Mr. Allen teaches Creative Production, Visual/Communication, Portfolio, and Creativity as Problem Solving at the graduate level.

Willie Baronet  |  Stan Richards Creative Professor of Advertising
MFA Arts & Technology, BFA Applied Arts: Advertising Design

Willie Baronet is the former owner and creative director of GroupBaronet (now MasonBaronet). His advertising and design work has been featured in many top publications and received numerous awards.
His art has been featured in a number of group exhibitions and he is featured in a number of top publications and received numerous awards.
Mr. Baronet teaches Introduction to Creativity, Concepting, and Advanced Portfolio.

David Hadeler  |  Executive-in-Residence
M.J. Journalism/Communications, BA Journalism/PR Communications
David Hadeler has 30 years of experience in advertising and marketing, and has worked for some of the best-known brands in the world. He is currently President of Hadeler Krueger and prior to that he founded and grew one of the fastest-growing agencies in the southwest, Hadeler & Associates.
Mr. Hadeler is currently teaching Advertising Campaigns and serves as Faculty Advisor for the SME Ad Club.

Dr. Alice Kendrick  |  Professor
PhD Communications, MA Adult Education, MA Journalism, BA Journalism
Alice Kendrick currently serves as co-editor of the Journal of Advertising Education. Her research focuses on advertising account planning, advertising and public diplomacy, advertising content, and advertising education. She sits on the National Advertising Review Council.
She is co-author of a book entitled, Successful Advertising Research Methods and has received numerous research and teaching awards at the national, regional and university levels.
Dr. Kendrick teaches Advertising Research Methods and Account Planning.

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Dr. Anna Kim  |  Assistant Professor
PhD Strategic Communication, minor in Psychological Statistics, MBA Marketing, BS Business Administration, BS French Language and Literature

Anna Kim studies consumer resistance to persuasive messages. She is interested in narrative persuasion and persuasion knowledge.
Dr. Kim also examines consumers’ beliefs, attitudes, and behaviors, branding and marketing communications, and social and digital media effects on audiences and society. Her work has been published in Cyberpsychology, Behavior, and Social Networking, Psychology and Marketing, Marketing Letters, Mobile Media & Communication Review, and others.
Dr. Kim teaches Digital Media Strategy 1 and Theories of Persuasion at the graduate level.

Dr. Carrie La Ferle  |  Altshuler Distinguished Teaching Professor
PhD Advertising, MA Advertising, and BA Sociology

Carrie La Ferle’s work examines how culture impacts advertising effectiveness and consumer behavior. She has examined issues of credibility, attitudes toward advertising, ethnic minorities media use, language preferences, diffusion of innovations, and many other issues in relation to the intersection of culture and advertising.
Prior to academia, Dr. La Ferle worked at Chiat Day Toronto, a media buying firm in Los Angeles and a licensing and merchandising company in Tokyo.
Dr. La Ferle is an award winning teacher who teaches International Advertising, Advertising Ethics, and Advertising as a Cultural Force at the graduate level.

Cheryl Mendenhall  |  Senior Lecturer and Graphic Design Minor Coordinator
MFA Computer Enhanced Graphic Design, BFA Communication Design

Cheryl Mendenhall is an art director and graphic designer with over 20 years experience and a passion for creatively solving problems and communicating ideas.
Ms. Mendenhall is the recipient of numerous creative advertising and design awards, including Gold and Silver Addy Awards, Communicator Awards of Excellence, Communicator Award of Distinction, IADC Quill Award, and Best of Show — Graphic Design for her MFA class.
Ms. Mendenhall teaches Creative Production, Intro to Graphic Design, and Typography.

Dr. La Ferle's work examines how culture impacts advertising effectiveness and consumer behavior. She has examined issues of credibility, attitudes toward advertising, ethnic minority media use, language preferences, diffusion of innovations, and many other issues in relation to the intersection of culture and advertising.

Dr. Carrie La Ferle is an award winning teacher who teaches International Advertising, Advertising Ethics, and Advertising as a Cultural Force at the graduate level.

Dr. Amy Dahnmann  |  Assistant Director of the Temerlin Advertising Institute
Master of Legal Studies (in progress), BA Communication

Amy Dahnmann has a passion for higher education and helping students make the most of their university experience. She loves meeting and interacting with the variety of people at SMU and in the Dallas-Ft. Worth community.
Ms. Dahnmann’s background in communication, strong interest in design, and her love of learning ensure both student and faculty success at the Temerlin Advertising Institute and SMU.
Belinda Baldwin, PhD  |  Adjunct Lecturer
Belinda Baldwin is digital media advertising professional with over ten years of industry experience. She holds a PhD from USC in Cinema-TV and writes on the topic of media, popular culture and social responsibility for a variety of publications including the Harvard Book Review, The Advocate, Documentary and Moviemaker.
Dr. Baldwin is teaching Strategic Brand Management I, and has previously taught Metrics at the graduate level.

Amber Benson  |  Adjunct Lecturer
Amber Benson considers herself a fractional CMO. She is a marketing executive and consultant with over 15 years dedicated to building successful brands through design thinking, strategic intuition and relentless innovation at companies such as: Red Privet, Orexo Pharmaceuticals, CRC Health, Simpli.fi, Inc2 health + wellness, J.C. Penney, and Targetbase.
Ms. Benson will be teaching Digital Media Landscapes.

John H. Hall  |  Adjunct Lecturer
John Hall has been a managing partner or sole owner of The Hall Agency since 1992. Hall has worked with a diverse list of clients, from a shoeshine stand franchise company to an international real estate investment trust operating 450 shopping centers around the globe. Today, The Hall Agency represents Venture Commercial Real Estate, Berryman Products and Celebrity Cruises, among others.
Mr. Hall is teaching Survey of Advertising.

Suzanne Larkin  |  Adjunct Lecturer
Suzanne Larkin is an Associate Creative Director, Art Director, Designer, and Educator, who brings over 25 years of professional success from various creative environments. She has served clients at J. Walter Thompson-San Francisco, DDB Needham-Dallas, Hawkeye-Dallas, Viant Corporation, among many others. Suzanne investigates the benefits of new and innovative experiential teaching methods for elementary children with dyslexia.
Ms. Larkin is teaching Consumer Behavior, and has previously taught Creative Production.

Gordon Law  |  Adjunct Lecturer
Gordon Law is the president of Dallas advertising agency Swimming Duck, a creative and media services firm designed to work with smaller to mid-market clients. Throughout Gordon’s career he has worked at agencies such as Slingshot, Morch, Inky Advertising, Backer Spielvogel, Keller Crescent and Bozell, and has been a partner at Hadler Sullivan & Law and Taylor Law Advertising.
Mr. Law is teaching Internet and Mobile Advertising and has previously taught Advertising Media, and Survey of Advertising.

Bruce Orr  |  Adjunct Professor
Bruce Orr is former CEO/president of TracyLocke and has held executive positions with Ansira, Wienercom and interactive startup Vectrix. His experience includes working with startups, established firms and nonprofits across multiple industries. Mr. Orr has operated in leadership roles across the spectrum of marketing disciplines: brand strategy and field marketing; advertising and promotion; direct and email marketing; digital and social media; and content creation, database and predictive modeling.
Mr. Orr is teaching Advertising Campaigns.

Alexandra Watson  |  Adjunct Lecturer
Alexandra Watson is the Digital Media Director at the Launch Agency. She is a certified Search Engine Optimization professional and Google Partner who leads leads a team in integrated marketing planning and digital media execution for clients such as Borden Dairy, Park Place Dealerships, Interstate Batteries, and The Organ Donation & Transplantation Alliance
Ms. Watson is teaching Digital Media Strategy I.