FACULTY PROFILE

Department
CSU College: Business
CSU Discipline: Marketing

Basic Info
Name: Donald L. Knight
Title: Part-Time Faculty
Email: donald.knight@columbiasouthern.edu
Personal Preferred Availability: Mornings

Education
PhD in Business Administration
California Coast University
Master of Arts in Business and Distributive Education
Michigan State University
Bachelor of Science in Business Administration
American University

Biography
Background
I spent over 40 years teaching at the college level. My teaching experience is in the marketing, sales, management, leadership, and economics areas. I have taught at the associate’s, bachelor’s and master’s levels.

I started at a community college and have since taught at various colleges and universities. I rose to the position of department chair, baccalaureate dean, and college dean during my career. I have had other administrative positions as dean of marketing and program development, and marketing manager for continuing education. While holding these two positions, I was responsible for all marketing, program development, and working with business and industry to create programs for business executives. I developed and implemented a strategic marketing plan and created a program called Management for the 21st Century for the Continuing Education Division at Saginaw Valley State University. This program was marketed to companies by presentation to their executives at company locations.

I retired in 2000 and relocated to New Bern, NC, with my wife. I also had a career with the United States Marine Corps retiring in 1998 after 36 years of service. On active duty my main job was flying in tactical jet aircraft.

CSU Story
I began teaching marketing courses at CSU three years ago. The classes I teach are at the undergraduate and graduate level. I have been teaching online courses for almost 10 years.

Hobbies/Interests
My hobbies are country line and partner dancing, marksmanship, playing pickleball, cruising on my trawler, and singing with a local barbershop chorus.

Additional Information
Awards:
- 2008 Westwood College Campus Faculty of the Year

Teaching Philosophy
A college teacher’s responsibility is to impart knowledge to students as well as create an atmosphere for students to participate in the academic process. It is a give and take process. Success in teaching occurs when teachers and students both learn. The professor should find as many ways as possible to help the student to be successful in reaching their goals. The teacher should challenge the students, assisting them to reach a higher goal. That goal is to build their knowledge base and then acquire additional knowledge through practical application and research in their field.

Professors need to be fair in workload assignments and in their grading practices. Students should be expected to complete all assignments in an honest and timely manner. The business world today requires the people they hire to have excellent business knowledge, good writing skills, decision making ability, and critical thinking skills. The teacher’s responsibility is to make sure students get to that level so they have the best opportunity to succeed.

Advice for Current Students
It is easy in online courses to procrastinate so it is best to keep up with your weekly assignments. Many events can get in the way at the last minute that may preclude you from submitting your assignment on time.