

# Lora F. Parent

The University of Toledo  
College of Business and Innovation  
[Lora.Parent@utoledo.edu](mailto:Lora.Parent@utoledo.edu)  
Spring 2015 - Fall 2019

## EDUCATION

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<b>The University of Toledo, Toledo, Ohio</b>	<b>2009</b>
Master of Business Administration, Marketing	
<b>The University of Toledo, Toledo, Ohio</b>	<b>2006</b>
Bachelor of Business Administration, Marketing and Professional Sales	

## ACADEMIC BACKGROUND

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<b>Lecturer and Associate Lecturer, Department of Marketing and International Business</b>	<b>2013 to Present</b>
The University of Toledo, College of Business and Innovation, Toledo, Ohio	
<b>Visiting Instructor, Department of Marketing and International Business</b>	<b>2010 to 2013</b>
The University of Toledo, College of Business and Innovation, Toledo, Ohio	

## COURSES TAUGHT

<ul style="list-style-type: none"><li>• <b>Direct Marketing (36)</b></li></ul>	<b>Fall 2019</b>
<ul style="list-style-type: none"><li>• <b>Special Topics: Sales for the Social Good (16)</b></li></ul>	<b>Fall 2019</b>
<ul style="list-style-type: none"><li>• <b>Sales Technologies and Strategies (53)</b></li></ul>	<b>Fall 2019</b>
<ul style="list-style-type: none"><li>• <b>Integrative Capstone: Sales Internship (20)</b></li></ul>	<b>Fall 2019</b>
<ul style="list-style-type: none"><li>• <b>Principles of Marketing (11)</b></li></ul>	<b>Summer 2019</b>
<ul style="list-style-type: none"><li>• <b>Principles of Marketing Communication (24)</b></li></ul>	<b>Summer 2019</b>
<ul style="list-style-type: none"><li>• <b>Direct Marketing (40)</b></li></ul>	<b>Spring 2019</b>
<ul style="list-style-type: none"><li>• <b>Market Analysis and Decision-Making (38)</b></li></ul>	<b>Spring 2019</b>
<ul style="list-style-type: none"><li>• <b>Sales Technologies and Strategies (66)</b></li></ul>	<b>Spring 2019</b>
<ul style="list-style-type: none"><li>• <b>Special Topics: Sales for the Social Good (21)</b></li></ul>	<b>Fall 2018</b>
<ul style="list-style-type: none"><li>• <b>Professional Sales (29)</b></li></ul>	<b>Fall 2018</b>
<ul style="list-style-type: none"><li>• <b>Sales Technologies and Strategies (64)</b></li></ul>	<b>Fall 2018</b>
<ul style="list-style-type: none"><li>• <b>Integrative Capstone: Sales Internship (24)</b></li></ul>	<b>Fall 2018</b>
<ul style="list-style-type: none"><li>• <b>Principles of Marketing (51)</b></li></ul>	<b>Summer 2018</b>
<ul style="list-style-type: none"><li>• <b>Principles of Marketing Communication (22)</b></li></ul>	<b>Summer 2018</b>
<ul style="list-style-type: none"><li>• <b>Direct Marketing (42)</b></li></ul>	<b>Spring 2018</b>
<ul style="list-style-type: none"><li>• <b>Marketing Analysis and Decision Making (48)</b></li></ul>	<b>Spring 2018</b>
<ul style="list-style-type: none"><li>• <b>Special Topics: Sales for the Social Good (10)</b></li></ul>	<b>Spring 2018</b>
<ul style="list-style-type: none"><li>• <b>Purchasing and Business Relationship Management (79)</b></li></ul>	<b>Spring 2018</b>
<ul style="list-style-type: none"><li>• <b>Maternity Leave*</b></li></ul>	<b>Fall 2017</b>
<ul style="list-style-type: none"><li>• <b>Principles of Marketing (41)</b></li></ul>	<b>Summer 2017</b>

<ul style="list-style-type: none"> <li>• Marketing for Non-Profit Organizations (37)</li> <li>• Special Topics: Sales for the Social Good (16)</li> <li>• Purchasing and Business Relationship Management (62)</li> </ul>	<p>Spring 2017</p> <p>Spring 2017</p> <p>Spring 2017</p>
<ul style="list-style-type: none"> <li>• Maternity Leave*</li> </ul>	<p>Fall 2016</p>
<ul style="list-style-type: none"> <li>• Principles of Marketing (58)</li> <li>• Buyer Behavior and relationship Marketing (40)</li> <li>• Purchasing and Business Relationship Management (69)</li> <li>• Account and Territory Management (36)</li> </ul>	<p>Spring 2016</p> <p>Spring 2016</p> <p>Spring 2016</p> <p>Spring 2016</p>
<ul style="list-style-type: none"> <li>• Marketing for Non-Profit Organizations (44)</li> <li>• Special Topics: Sales for the Social Good (10)</li> <li>• Purchasing and Business Relationship Management (30)</li> <li>• Account and Territory Management (50)</li> </ul>	<p>Fall 2015</p> <p>Fall 2015</p> <p>Fall 2015</p> <p>Fall 2015</p>
<ul style="list-style-type: none"> <li>• Workplace Communication and Presentations (17)</li> <li>• Executive Communication Essentials (25)</li> <li>• Buyer Behavior and Relationship Marketing (43)</li> <li>• Purchasing and Business Relationship Management (74)</li> <li>• Account and Territory Management (14)</li> </ul>	<p>Spring 2015</p> <p>Spring 2015</p> <p>Spring 2015</p> <p>Spring 2015</p> <p>Spring 2015</p>
<ul style="list-style-type: none"> <li>• Workplace Communication and Presentations (24)</li> <li>• Marketing for Nonprofit Organizations (41)</li> <li>• Purchasing and Business Relationship Management (38)</li> <li>• Account and Territory Management (50)</li> </ul>	<p>Fall 2014</p> <p>Fall 2014</p> <p>Fall 2014</p> <p>Fall 2014</p>
<ul style="list-style-type: none"> <li>• Workplace Communication and Presentations (23)</li> <li>• Marketing for Non-Profit Organizations (35)</li> <li>• Buyer Behavior and Relationship Marketing (43)</li> <li>• Business Marketing (40)</li> <li>• Purchasing and Business Relationship Marketing (38)</li> </ul>	<p>Spring 2014</p> <p>Spring 2014</p> <p>Spring 2014</p> <p>Spring 2014</p> <p>Spring 2014</p>
<ul style="list-style-type: none"> <li>• Principles of Marketing (62)</li> <li>• Marketing for Non-Profit Organizations (44)</li> <li>• Business Marketing (39)</li> <li>• Purchasing and Business Relationship Management (39)</li> </ul>	<p>Fall 2013</p> <p>Fall 2013</p> <p>Fall 2013</p> <p>Fall 2013</p>
<ul style="list-style-type: none"> <li>• Marketing for Nonprofit Organizations (14)</li> </ul>	<p>Summer 2013</p>
<ul style="list-style-type: none"> <li>• Marketing for Nonprofit Organizations (34)</li> <li>• Buyer Behavior and Relationship Marketing (68)</li> <li>• Purchasing and Business Relationship Management (50)</li> </ul>	<p>Spring 2013</p> <p>Spring 2013</p> <p>Spring 2013</p>
<ul style="list-style-type: none"> <li>• Marketing for Non-Profit Organizations (21)</li> <li>• Buyer Behavior and Relationship Marketing (64)</li> <li>• Purchasing and Business Relationship Management (54)</li> </ul>	<p>Fall 2012</p> <p>Fall 2012</p> <p>Fall 2012</p>
<ul style="list-style-type: none"> <li>• Principles of Marketing (29)</li> <li>• Marketing for Non-Profit Organizations (11)</li> </ul>	<p>Summer 2012</p> <p>Summer 2012</p>

<ul style="list-style-type: none"> <li>• <b>Marketing for Non-Profit Organizations (37)</b></li> <li>• <b>Business Marketing (79)</b></li> <li>• <b>Purchasing and Business Relationship Management (54)</b></li> </ul>	<p style="text-align: right;"><b>Spring 2012</b></p> <p style="text-align: right;"><b>Spring 2012</b></p> <p style="text-align: right;"><b>Spring 2012</b></p>
<ul style="list-style-type: none"> <li>• <b>Principles of Marketing (65)</b></li> <li>• <b>Business Marketing (76)</b></li> <li>• <b>Purchasing and Business Relationship Management (69)</b></li> </ul>	<p style="text-align: right;"><b>Fall 2011</b></p> <p style="text-align: right;"><b>Fall 2011</b></p> <p style="text-align: right;"><b>Fall 2011</b></p>
<ul style="list-style-type: none"> <li>• <b>Principles of Marketing (28)</b></li> </ul>	<p style="text-align: right;"><b>Summer 2011</b></p>
<ul style="list-style-type: none"> <li>• <b>Principles of Marketing Communication (42)</b></li> <li>• <b>Buyer Behavior and Relationship Marketing (39)</b></li> <li>• <b>Purchasing and Business Relationship Management (65)</b></li> </ul>	<p style="text-align: right;"><b>Spring 2011</b></p> <p style="text-align: right;"><b>Spring 2011</b></p> <p style="text-align: right;"><b>Spring 2011</b></p>
<ul style="list-style-type: none"> <li>• <b>Principles of Marketing Communication (25)</b></li> <li>• <b>Buyer Behavior and Relationship Marketing (39)</b></li> <li>• <b>Purchasing and Business Relationship Management (74)</b></li> </ul>	<p style="text-align: right;"><b>Fall 2010</b></p> <p style="text-align: right;"><b>Fall 2010</b></p> <p style="text-align: right;"><b>Fall 2010</b></p>

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## **INTELLECTUAL CONTRIBUTIONS (IC)**

### **AWARDS AND HONORS**

- College of Business and Innovation, Adjunct Instructor Award, 2016
- College of Business and Innovation, Adjunct Instructor Award, 2012
- International Guest Lecturer, University of Eastern Finland – Kuopio, Finland, 2014

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## **PROFESSIONAL AND ACADEMIC SERVICES**

- Faculty Advisor, The University of Toledo, Women in Business Leadership, 2019 to Present
- Faculty Advisor, National and Regional Sales Competitions, 2010 to Present
  - Indiana University (NTSC), Ball State University, Florida State University (ICSC), University of Toledo Invitational Sales Competition (UTISC), University of Toledo Internal Sales Competition (ISC), and Kennesaw State University (NCSC)
- Presenter, College of Business and Innovation University Experience Day, 2015
- Faculty Board Representative, Independent Collegian Newspaper, 2011 to 2019
- Course revision champion
  - PSLS 3440 / 3080, 2018
  - PSLS 3450, 2015 to Present
- Professional Consulting – Church 3TwentyOne, 2014 to Present
- Lecture and Workshop Presentations – East Ohio Conference of the United Methodist Church, 2010 to Present

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## **INSTITUTIONAL COMMITTEES**

- College of Business and Innovation (COBI) Undergraduate Programs/Retention Committee, 2019 to Present
- COBI Undergraduate Curriculum Committee, 2011 to Present