

# Tara Wyckoff

---

Associate Teaching Professor, Advertising/Public Relations  
The Pennsylvania State University, Donald P. Bellisario College of Communications  
Email: tmd119@psu.edu

## Education

MBA, Strategic Management, University of Minnesota, Carlson School of Management, 2004  
B.S., Secondary Education, English, The Pennsylvania State University, 1994

## Academic Experience

### *Teaching*

Associate Teaching Professor, Ad/PR Department, Penn State University, 2023-present  
Assistant Teaching Professor, Ad/PR Department, Penn State University, 2015-2023  
Lecturer, Penn State University, 2010-2015

### *Administrative*

Director of Assessment, Bellisario College, 2025-present  
Curriculum Coordinator, Ad/PR Department, 2023-present

## Courses Taught

COMM 372: Digital PR  
COMM 375: Ethical and Strategic Decision-making in Ad/PR  
COMM 471: Public Relations Media and Methods  
COMM 473: Public Relations Campaigns  
First-Year Seminars: Branding, Advertising and PR

## Course Development

COMM 428F: Strategic Communications Campaign Planning (2022)  
COMM 375: Public Relations Strategy (2020)  
COMM 471: Embedded Program to Belize, Media Methods: gaining media attention for eco-tourism with an international client (2019)

## Professional Experience

Marketing & Promotions Consultant, Penn State Athletics, 2007-2014  
Assistant Director of Student Involvement, Penn State Alumni Association, 2006  
Marketing Associate, Penn State World Campus, 2005

Strategic Communications Consultant, Jay D. Hair Partners, Inc., 2001-2004  
Director of Business Development, GreaterGood.com, Inc., A Madrona Group Venture, 1998-2000  
Marketing & Sales, Edmark, Inc. (an IBM Company), 1997-1998

## **Awards and Honors**

Dean's Excellence in Service Award, 2025  
Excellence in Teaching Award, Alumni Society Board, 2018  
Dean's Excellence in Teaching Award, 2017  
Faculty/Staff Court Honor, Penn State Homecoming, 2012

## **Service and Leadership**

Advisor: PRSSA, KTA Honor Society, National Millennial Community, Ad/PR Club  
Mentor: New Faculty, Adjuncts, Ph.D. Candidates  
Committee Member: Willard Building Project, Search Committees, Student Media Agency  
Faculty Partner: Sustainable Communities Collaborative

## **Professional Development**

Provost Endorsement for Championing Teaching & Mentoring in the Bellisario College in the Teaching & Outreach Domain, 2025  
Provost Endorsement for Experiential Learning and Sustainability: Curricular Engaged Scholarship for a Sustainable Future, 2025  
National Millennial Community Industry Executive Conference (Boston), October 2021  
"Bring Your Professor to Work Day" (self-created shadowing and reverse mentoring program of young professionals in the industry), 2018-present  
The Burgeoning Latinx Influencer Market (Big Oak Media), April 2021  
Disrupting Traditional Corporate Training Through Creativity (IW Group and National Millennial Community), April 2021  
Corporate Cancel Culture and Rise of Stakeholder Accountability (Porter Novelli and Sustainable Brands), April 2021  
The Stay Woke workshop (The Center for Penn State Entrepreneurship), September 2020  
Conversations with Leadership in Law Enforcement (National Millennial Community symposium), June 2020  
Race, Culture, and Communications: How Companies & Brands Engage During Transformational Moments to Drive Change (PRSA Diverse Dialogues), July, 2020  
Adobe Spark Tutorials (Penn State Tech Tutors instruction), March 2020  
Visiting Professor Program (week-long, NYC agency immersion program for competitively selected national faculty), Advertising Education Federation, June 2019  
iMovie Editing Tutorials (Penn State Tech Tutors instruction), February 2019  
National Millennial Community Industry Executive Conference (NYC), September 2018

National Millennial Community Industry Executive Conference (Seattle), October 2017  
inDesign Tutorials (Penn State Tech Tutors instruction), 2016  
Google Analytics Academy, 2013

## **Engaged Scholarship**

Inaugural member, Penn State Community of Practice for Teaching Engaged Scholarship, 2020-present

Faculty mentor, National Project Yellowlight Scholarship

1<sup>st</sup> Place Radio PSA to end distracted driving (faculty-led student engagement: student (2019, 2021)

Faculty mentor, PR Week Recognition

Top five finalist: Outstanding Education Program 2020 and 2022

Top five finalists: Outstanding PR Student 2019, 2021, 2023

Honorable Mention: Outstanding PR Student 2021, 2023

Faculty partner, Penn State Sustainable Communities Collaborative, 2015-present

- 1<sup>st</sup> Place Greatest Community Impact (faculty-led student engagement: Suicide Prevention program for Mount Nittany Health), 2019
- 2<sup>nd</sup> Place Greatest Community Impact (faculty-led student engagement: Traffic & Pedestrian Safety program for State College Police), 2018
- 1<sup>st</sup> Place Research Poster (faculty-led student engagement: Composting Communication program for State College Borough), 2017
- Certificate of Recognition (faculty-led student engagement: Two years of sustained public relations effort in service to State College Borough for work on Traffic and Pedestrian Safety), 2015-2017