



Dr. Mary Rickard

Dr. Rickard is an Associate Professor of Marketing at Georgia College & State University with over 20 years of dedicated experience in higher education. She holds a Doctor of Business Administration from Kennesaw State University and has established a career grounded in both academic scholarship and a commitment to institutional excellence. Dr. Rickard's innovative teaching methods and extensive experience in academic governance have positioned her as a strong contributor to the strategic growth and student success initiatives at Georgia College.

Dr. Rickard has taught a range of courses since joining Georgia College in 2017, including Sales Management, Marketing Advertising & Communications, and Professional Selling, where she has introduced cutting-edge methodologies to enhance student engagement. Prior to this role, she served at the University of West Georgia as an Instructor and later as a Senior Lecturer,

where she led study abroad programs, oversaw internship initiatives, and mentored students. Her involvement on committees like the Honors and Awards Committee and chairing curriculum review taskforces further underscores her leadership and impact on institutional growth.

She is an active member of the Council on Undergraduate Research (CUR) for the Social Science division of MURACE. Dr. Rickard also serves as a journal and conference reviewer, continuously advancing her knowledge of effective academic leadership and trends in higher education. Her dedication to faculty collaboration and curriculum innovation has translated into actionable outcomes. As the faculty advisor/coach for the sales team, she has guided students to national sales competitions, such as those held in Orlando, FL, and Salisbury, MD, where students developed key skills and connected with industry leaders. Additionally, her introduction of AI-driven platforms like RNMKRS into her courses has equipped students with practical, hands-on sales training and valuable networking opportunities.

Dr. Rickard is committed to fostering academic-industry partnerships that bridge classroom learning with real-world applications to support both faculty growth and student achievement. She is very excited to participate and learn from leaders in the Women's Leadership Faculty Fellows program and contribute meaningfully to the future of Georgia College & State University.