

HUNTER N. HATFIELD

hunter.hatfield@ttu.edu

EDUCATION

Ph.D. in Business Administration, Marketing 2021-Present
Texas Tech University, Lubbock, TX

Bachelor of Business Administration, Marketing 2017-2020
Texas Tech University, Lubbock, TX
Summa Cum Laude

RESEARCH INTERESTS

Macromarketing
Marketing History
Marketing Management
Marketing Strategy
Marketing Theory

GRANTS & SCHOLARSHIPS

AT&T Chancellor's Graduate Fellowship, *Texas Tech University* (2021-2025)
Vincent Peter Luchsinger III Endowed (Business) Scholarship, *Texas Tech University* (2020)
BA Marketing Scholarship, *Texas Tech University* (2020)
Phi Kappa Phi Competitive Scholarship, *Texas Tech University* (2020)
Dr. Debra Laverie (Business) Scholarship, *Texas Tech University* (2019)
Redmon Family Endowed (Business) Scholarship, *Texas Tech University* (2019)
Jeff L. Smith Endowed (Business) Scholarship, *Texas Tech University* (2018)
Top 25% Presidential Scholarship, *Texas Tech University* (2017-2020)

TEACHING EXPERIENCE

Texas Tech University, Rawls College of Business
Teaching Assistant to Dr. Shelby D. Hunt
MKT 4385: Marketing Strategy, Fall 2021, Spring 2021, Fall 2020, Spring 2020, Fall 2019

MEMBERSHIPS

Professional
American Marketing Association (AMA)
Academy of Marketing Science (AMS)
Honorary
Phi Kappa Phi Honor Society
Beta Gamma Sigma Honor Society

Order of Omega Greek Honor Society

RELEVANT GRADUATE COURSEWORK

Advanced Business Research Methods, Larry J. Williams

Statistical Concepts for Business and Management, Jason Rinaldo

Marketing Strategy, Bob McDonald

Marketing Theory, Shelby D. Hunt