

FACULTY DATA SHEET

Charles B. Ragland III

Lecturer

Department of Management, Marketing & Entrepreneurship

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EDUCATION

- Masters Degree: 1992, Case Western Reserve University, Cleveland, OH
MBA
- Bachelor's Degree: 1979, University of North Carolina at Chapel Hill
BSBA

PROFESSIONAL EXPERIENCE

- The Ragland Group, President, 2000 to Present
- Propex Inc. (formerly SI Corp.), General Manager, 1998 – 2000; Marketing Manager, 1997-1998
- BASF (formerly AlliedSignal Plastics), Manager, Market Development, 1996 – 1997
- Pro Corp., VP Sales & Marketing, 1994 – 1995
- PolyOne (formerly The Geon Company), Business Manager, 1990 -1994; Market Development Manager, 1988 – 1990
- GE Plastics, Market Development, 1984 - 1987

TEACHING

- BMGT 310 Business Communications
- BMKT 313 Basic Marketing
- BMKT 361 Selling and Sales Management
- BMKT 415 Business-to-Business Marketing
- BMKT 430 New Venture Creation (Entrepreneurship)
- BMGT 440 Strategic Management
- BMGT 438 International Management
- BUSA 581 Small Business Entrepreneurship
- BMGT 538 International Management

INTELLECTUAL CONTRIBUTIONS/RESEARCH

Article

Other :“Contributions to Practice”

“Jumpstart Your Plan for Business Performance”, FloorFocus, Volume 17 No. 3, March 2008, 69-70

“Options for Strategic Growth”, FloorFocus, Volume 17, No. 5, May 2008, 71-72

“Navigating the Financial Jungle”, FloorFocus, Volume 17, No. 7, July 2008,
“Developing Winning Business Plans”, Chattanooga Chamber of Commerce
Building Blocks Presentation, May 2008
“Communicating to Win”, DBS Training Presentation, May 2008

SERVICE

University Service from August 2004 through June 2008
Service to the profession/community August 2004 through June 2008

PROFESSIONAL MEMBERSHIPS

Chattanooga Technology Council

HONORS AND AWARDS