

BOWLING GREEN STATE UNIVERSITY
COLLEGE OF BUSINESS

FACULTY RESEARCH AND EXPERTISE

FACULTY MEMBER

Donna Greenwald

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BIO: Donna Greenwald is a lecturer in the Department of Marketing. Her primary teaching area is business communication. She earned a bachelor's degree from Bowling Green State University in broadcast journalism and two masters from her alma mater - Master of Arts in English, specializing in Technical Writing, and Master's in Education, specializing in Career & Technology Education.

Her most recent innovative teaching project includes "Connecting with Companies for Experiential Learning" where employers write case studies based on typical business problem-solving scenarios and then she has students work in teams to write messages based on the cases. Employers come into the classroom to share feedback about the student messages.

Ms. Greenwald was honored with the 2017 Faculty Excellence Award in Teaching presented by the College of Business Leadership Council. She co-chairs the Committee to Advance Teaching & Learning.

Prior to teaching, she worked for 20 years in the fields of broadcasting, non-profits, and private industry.

AREAS OF EXPERTISE

- Oral and written communication
- Public relations
- Public speaking
- Marketing
- News reporting
- Fundraising
- Career planning

RESEARCH INTERESTS

- Innovative teaching
- Experiential learning

CONSULTING PROJECTS

- Communications consultant
- Marketing College of Business