

# MARTHA WETTERHALL THOMAS

Center for Business Communication  
Moore School of Business  
University of South Carolina

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## EDUCATION

- Ph.D.** University of South Carolina, 2008. Major field: English, with emphasis in composition and rhetoric. Dissertation topic: "A Century of Influence: Sampson of Oxford and the Medieval Origins of Business Writing." Director: Dr. Carolyn Matalene.
- MFA** University of South Carolina, 1996. Major field: creative writing, with emphasis in playwriting. Thesis: *Heart Condition: A Comedy in Two Acts*. Director: Dr. John MacNicholas.
- BA** University of Michigan, 1971. *Cum laude*. Major: English. Minor: journalism. Teaching Certificate in Secondary Education, English.

## ACADEMIC EXPERIENCE

**Director, Center for Business Communication (CBC),** Moore School of Business,  
University of South Carolina, July 1997-present

*Founded and currently direct a center for education and research in professional communication.*

- Recruit, train, and manage 3-5 graduate assistants annually to provide consultations in written, oral, and visual communication for students, faculty, staff, and alumni of the Moore School (average 600+ consultations per year).
- Develop and lead workshops on intercultural communication, writing for the job market, writing for the workplace, oral presentations, PowerPoint and visual aids, research and documentation, and team building (average 60+ workshops; 2,000 participants per year).
- Provide English language learning support to international students and faculty.
- Collaborate with business faculty to integrate writing and speaking assignments into the curriculum.
- Consult with faculty on assignment design and evaluation.
- Participate in developing school policies on communication education, issues, and practices.
- Design assessment instruments to measure student written and oral communication skills.
- Perform outreach activities across departments, colleges, and administrative units within the university, state and local communities, and professional organizations.
- Conduct, present, and publish research on professional communication.
- Advise faculty at other business schools on starting and operating communication centers.

**Associate Director, Freshman English Program,** University of South Carolina, 1996-1997

- Collaborated in developing and leading orientation programs and instructional workshops for 70+ graduate teaching assistants (GTAs).
- Team-taught (with senior faculty) ENGL 701, a two-semester practicum course for GTAs.
- Participated in policy and curriculum development for Freshman English Program.
- Performed classroom teaching evaluations and consultations with individual GTAs.
- Assisted in recruiting, hiring, and training replacement Assistant Director.

**Assistant Director, Freshman English Program,** University of South Carolina, 1995-1996

- Assisted in planning and conducting orientation sessions and special topics teaching workshops.
- Worked with Director in organizing and teaching ENGL 701 practicum course.
- Conducted classroom observations and evaluations of graduate teaching assistants.

**Instructor**, Moore School of Business, University of South Carolina

Doctoral Student Seminar Series—Fall 2007- present

Teach and provide private consultations on public speaking and professional development to first-year business doctoral students.

IMBA “Writing for the Job Market” Course—Summer 2007

Taught course in employment correspondence for 100+ students in the International Master of Business Administration program.

Wachovia Scholars Business at Moore Summer Program—Summer 2007

Taught team building, business research, and oral presentation workshops to competitively selected high school students in statewide minority recruiting program.

Marketing Scholars Workshop “Selling Marketing Services”—Spring 2006

Developed and taught sales presentation workshop for students in upper division marketing course.

IMBA “Writing for the Job Market” Course—Summer 2005

Developed and taught two-week course in employment correspondence for 100+ incoming students in the International Master of Business Administration program.

IMBA “Global Communication” Course—Spring 2004, 2003

Developed and taught oral and written communication component of three-week intensive course in professional development for international students in the IMBA program

Management 726 “Human Resources Issues” —Fall 2002

Team-taught public speaking component of capstone course for Master of Human Resources students.

Management 250 “Professional Communication”—Spring 1998

Taught required undergraduate course in written, spoken, and visual communication.

**Instructor**, University of South Carolina Office of Professional Development

“Writing at Work”— 2007, 2006, 2005, 2004, 2001

Developed and taught two-day professional writing workshop for State of South Carolina employees.

“Strategies for Professional Correspondence”— 1999, 1998

Team-taught employee writing workshop with Dr. Pete Mackey, Director of University of South Carolina Presidential Communications and Research.

**Graduate Teaching Assistant**, Department of English, University of South Carolina

English 101—“Composition,” Fall 1996, 1995, 1994. Taught first-year course in writing.

English 102—“Composition and Literature,” Spring 1997, 1996, 1995. Taught first-year course in reading and writing about literature.

**Course Coordinator**, Department of English, University of South Carolina

English 600—“Seminar in Verse Composition,” Fall 1994

Assumed administrative responsibility and coordinated class sessions for creative writing course after Professor James Dickey took medical leave in mid-semester.

**Tutor, Writing Center**, Department of English, University of South Carolina, Spring 1994

Provided individual writing instruction to university students and members of the local community. Monitored the Grammar Hotline. Developed handouts on writing questions and practices.

**Research Assistant**, Department of English, University of South Carolina, Summer 1993  
Assisted Professor Steven Lynn, Director of Freshman English Program, with administrative duties and library research. Proofread first edition of Dr. Lynn's *Texts and Contexts*.

**Instructor**, South Carolina Governor's School Academy, Summer 1993  
Taught creative writing to gifted high school juniors.

## ACADEMIC PUBLICATIONS

- Thomas, Martha Wetterhall. (in press). "Medieval Origins of Corporate Communication: Sampson of Oxford and the *Method of Letter-Writing*." *Corporate Communications: An International Journal*.
- Thomas, Martha Wetterhall. "Corporate Communication in the Late Middle Ages: Sampson of Oxford and the *Method of Letter-Writing*." *Proceedings of the Conference on Corporate Communication 2007, June 1-4, 2007, Wroxton College, Wroxton, England*. Ed. Wim J. L. Elving. Madison, NJ: Corporate Communication Institute, 2007. 325-34.
- Thomas, Martha W. "Communication Instruction in a Mature Institutional Partnership: An Examination of Evolving Methods." *Business Communication Quarterly* 68.2, June 2005. 197-208.
- Thomas, Martha W. Review of *Spurious Coin: A History of Science, Management, and Technical Writing*, by Bernadette Longo. *The Journal of Business Communication* 40.4, October 2003. 301-09.
- Taylor, Mark H., F. Todd DeZoort, Edward Munn, and Martha W. Thomas. "A Proposed Framework Emphasizing Auditor Reliability over Auditor Independence." *Accounting Horizons* 17.3, September 2003. 257-66.
- Thomas, Martha W. "Textual Archaeology: Lessons in the History of Business Writing Pedagogy from a Medieval Oxford Scholar." *Business Communication Quarterly* 66.3, September 2003. 98-105
- Kuiper, Shirley and Martha W. Thomas. "A Strategic Consultancy Model for Proposing, Establishing and Operating a Center for Business Communication." *Business Communication Quarterly* 63.2, June 2000. 52-67.
- Kuiper, Shirley, Martha W. Thomas, and Kristin Walker. "WAC, WID, and Business Communication: Current Thoughts, Future Actions." In *Business Communication: My Thoughts, My Interests, My Actions. Proceedings of the Association for Business Communication Joint Canadian, Eastern, and Southeastern Regional Conference, March 30-April 1, 2000*. Eds. W. Clark Ford and Clarice Brantley. Murfreesboro, TN: Association for Business Communication, 2000. 177-99.
- Launspach, Sonja and Martha Wetterhall Thomas. "Beyond Grammar: Linguistics in the Composition Classroom." In *Our Own Voice: Graduate Students Teach Writing*. Eds. Tina Good and Leanne Warshauer. Boston: Allyn and Bacon, 2000. 232-41.
- Kuiper, Shirley and Martha W. Thomas. "Communication and Teamwork." In *Transition into Business*. Ed. Shirley Kuiper. Upper Saddle River: Prentice Hall, 1998. 7-17.

## OTHER PUBLICATIONS AND PRODUCTIONS

- Stevenson, Joel and Martha W. Thomas. "USC's Technology Incubator." *Business & Economic Review* 47.2, Jan.-Feb.-Mar. 2001. 11-14.
- Thomas, Martha W. "'What's Alex Really Like?' My Fifteen Minutes of Fame on America's Favorite TV Game Show." *USC Business* 17.2, Spring 2000.
- Thomas, Martha W. "Business Communication in the Modern Age." *Business & Economic Review* 44.4, July-Aug.-Sept. 1998. 20-23.

Thomas, Martha W. and Shirley Kuiper. *Communication and Teamwork*. Videotape. University of South Carolina Department of Distance Education and Instructional Services. September 1998.

## EDITORIAL POSITIONS

**Advising Editor**, *Yemassee*, the literary journal of the University of South Carolina. 1995-2000.  
Provided editorial and production guidance to successive editors of biannual journal.

**Assistant Editor**. *Writing at Carolina: The Student's Guide to Freshman English 1996-97*. University of South Carolina Department of English. Columbia, SC: 1996.

**Assistant Editor**. *Teaching Writing at Carolina: The Instructor's Guide to Freshman English 1996-97*. University of South Carolina Department of English. Columbia, SC: 1996.

**Assistant Editor**. *Writing at Carolina: The Student's Guide to Freshman English 1995-96*. University of South Carolina Department of English. Columbia, SC: 1995.

**Assistant Editor**. *Teaching Writing at Carolina: The Instructor's Guide to Freshman English 1995-96*. University of South Carolina Department of English. Columbia, SC: 1995.

**Editor**, *Yemassee*, the literary journal of the University of South Carolina. 1994-1995.  
Edited and published biannual journal. Recruited and supervised a volunteer staff of seven graduate students. Developed submission policies, organized and supervised manuscript reviews, supervised selection and editing of materials for publication Supervised pre-press production and coordinated printing with University Publications. Negotiated with area bookstores to sell issues on consignment. Increased paid subscriptions by 250%, submissions by 500%, and income by 400%. Obtained funding for the *Yemassee* Awards, \$400 in prize money awarded to the best work in each issue.

## CONFERENCE PRESENTATIONS

Cannon, Sharon McMillen, Jessica Renaud, and Martha Thomas. "The Nuts and Bolts of Directing Business Writing and Speaking Centers." Association for Business Communication Annual International Convention. Washington, D.C. October 2007.

Thomas, Martha Wetterhall. "Corporate Communication in the Late Middle Ages: Sampson of Oxford and the *Method of Letter-Writing*." Conference on Corporate Communication. Wroxton, England. June 2007.

Barnes, Michael, Michael Keleher, and Martha W. Thomas. "Expanding the 'Contact Zone' to Cyberspace: Three Pedagogical Applications for Weblogs." Conference on College Composition and Communication. San Francisco, CA. March 2005.

Barnes, Michael and Martha W. Thomas. "Can We Talk? Cyberspace as Contact Zone for Business Communication Educators and Business 'Content' Faculty." Association for Business Communication Annual International Convention. Cambridge, MA. October 2004.

Thomas, Martha W. "The Napster Effect and an Intercultural Approach to Combating Student Plagiarism." Association for Business Communication Annual International Convention. Albuquerque, NM. October 2003.

Thomas, Martha W. "Textual Archaeology: Lessons in the History of Business Writing Pedagogy from a Medieval Oxford Scholar." Modern Language Association Annual Convention. New York, NY. December 2002.

Barnes, Michael and Martha W. Thomas. "What's Your (Power)Point? Rhetoric, Epistemology, and the World's Favorite Presentation Software." Association for Business Communication Annual International Convention. Cincinnati, OH. October 2002.

Thomas, Martha W. and Sonja Launspach. "Collaborative Chemistry: A Fusion Approach to Teaching Business Communication by Integrating Linguistics and Rhetoric." Association for Business Communication Annual International Convention. San Diego, CA. November 2001.

- Thomas, Martha W. "Strategies for the Business of Communicating." Carolinas Communication Association Annual Convention. Charlotte, NC. October 2001.
- Thomas, Martha W. and Trixie Smith. "Lemons into Lemonade: Using a Crisis in Communication Instruction to Pave the Way for CAC" and "Subversive Faculty Development." Parts one and three of a three-part panel, "Cultivating the Field: Preparatory Strategies for Introducing CAC to a School of Business." The Fifth National Writing Across the Curriculum Conference. Indiana University, Bloomington, IN. June 2001.
- Thomas, Martha W. "A Medieval Scholar's 'Community of Writers': Sampson of Oxford's Innovative 14<sup>th</sup>-Century Business Writing Course." Conference on College Composition and Communication. Denver, CO. March 2001.
- Thomas, Martha W. "'You Check English, Please?' Intercultural Communication in the Writing Center." International Writing Center Association Annual Conference. Baltimore, MD. November 2000.
- Thomas, Martha W. and Larry LaFond. "Don't Stop Now: A Learning Strategy Your Students Can Take Beyond the Business Communication Classroom." Association for Business Communication Annual International Convention. Atlanta, GA. October 2000.
- Thomas, Martha W. "One Learner at a Time: Accelerating Multilingual Skills Through a Professional Communication Center at a U.S. School of Business." Association for Business Communication European Conference. Antwerp, Belgium. May 2000.
- Launspach, Sonja and Martha Wetterhall Thomas. "Fusion Pedagogy: The Interrelation of Linguistics and Composition/Rhetoric as applied to Business Communication." Georgetown University Round Table on Languages and Linguistics (GURT). Washington, D.C. May 2000.
- Thomas, Martha W. "Coming to America: New Strategies for Working with ESL Clients." Southeastern Writing Center Association Conference. Savannah, GA. February 2000.
- Thomas, Martha W. "Breaking Ground in the Middle Ages: Thomas Sampson's Revolutionary Fourteenth-Century Business Communication Course." Association for Business Communication Southeastern U.S. Conference. Charleston, SC. April 1999.
- Thomas, Martha W. "The Writing Center Annual Report as a Strategic Marketing Tool." Southeastern Writing Center Association Conference. Charleston, SC. February 1999.
- Kuiper, Shirley and Martha W. Thomas. "Establishing a Business Communication Center: Chance *and* Knowledge." Association for Business Communication Southeastern U.S. Conference. Tunica, MS. April 1998.
- Thomas, Martha W. and Sonja Launspach. "Getting Down to Business: Moving from Theory to Practice in the Set Up of a Writing Center at the University of South Carolina College of Business Administration." South Carolina Writing Centers Association Conference. Charleston, SC. February 1998.
- Thomas, Martha W. "What Sir Walter Scott Owed Anna Seward and How He Paid the Debt." Third Annual Conference on British Women Writers. Michigan State University. East Lansing, MI. April 1994.
- Thomas, Martha W. "Only Joking: Subversive Humor in British Women's Poetry of the Romantic Period." University of South Carolina System-Wide Women's Studies Conference. Columbia, SC. March 1994.

## INVITED PANELS AND SYMPOSIA

- Discussant.** "New Rules: Convention and Change in Communication." The Seventh Annual Symposium on Communication-Intensive Instruction at the Bernard L. Schwartz Communication Institute. Baruch College, CUNY, New York, NY. April 2007.
- Discussant.** "Making Communication Work: From Classroom Practice to Business Contexts." The Fourth Annual Symposium on Communication-Intensive Instruction at the Bernard L. Schwartz Communication Institute. Baruch College, CUNY, New York, NY. April 2004.
- Symposium Moderator.** "Managing Change in Communication: A Joint Business and Academic Summit." The Second Annual Symposium on Communication-Intensive Instruction at the Bernard L. Schwartz Communication Institute. Baruch College, CUNY, New York, NY. April 2001.

**Panelist.** "Communication: What Business Wants, How College Can Deliver." With Charles Bazerman, Susan McLeod, Mike Palmquist, and Art Young. The First Annual Symposium on Communication-Intensive Instruction at the Bernard L. Schwartz Communication Institute. Baruch College, CUNY, New York, NY. March 2000.

**Panel Moderator.** "Women's Laughter." Eighteenth- and Nineteenth-Century British Women Writers Conference. Columbia, SC. March 1996

**Panel Moderator.** "Girl Talk: Creative Writing as Process and Product." University of South Carolina System-Wide Women's Studies Conference. Columbia, SC. March 1995.

## PROFESSIONAL ACTIVITIES AND SERVICE

**Consultant,** BCI Lending Services (formerly Business Carolina, Inc.) Provided report writing consultations to newly hired business analyst. Columbia, SC. 2005-2006.

**Consultant,** Undergraduate Program Executive Committee, Moore School of Business, University of South Carolina. 2001-2003. Advised faculty committee charged with updating undergraduate communication instruction. Attended weekly meetings, provided benchmarking information on other communication programs, participated in policy discussions, conducted internal assessment of undergraduate student writing abilities, recommended curricular changes.

**Consultant,** Wyeth Pharmaceuticals. Led internal communications workshop for Southeast Regional Sales Directors of Wyeth Pharmaceutical Division. Columbia, SC. September 2003.

**Consultant,** College of Science and Mathematics, University of South Carolina. 2002. Advised Director of Alumni Relations and Outreach on developing a speakers bureau. Trained faculty, administrators, and development officers in making presentations to lay audiences.

**Member,** Staff Advisory Council, Moore School of Business, University of South Carolina. 2001-2003. Represented staff interests to dean of school. Conducted and reported annual survey of staff concerns. Participated in organizing workshops, recognition ceremonies, and other events.

**Featured Speaker,** Carolina Minority Suppliers Development Council. Topic: "'Why Me?' Using Audience Analysis to Sell Your Business and Yourself." Columbia, SC. March 2001.

**Invited Panelist,** "Professionalism 101." A workshop for graduate students organized by the Composition and Rhetoric Association and the Graduate English Association, University of South Carolina. November 2000.

**Featured Speaker,** Delta Sigma Pi Professional Business Fraternity, University of South Carolina. Topic: "Professionalism from the Inside Out." November 1999.

**Keynote Speaker,** Golden Key Honor Society Recognition Ceremony. University of South Carolina. April 1998.

**Featured Speaker,** American Marketing Association, University of South Carolina chapter. Topic: "Oral Presentations: Talking Your Way to the Top." November 1997.

**Judge,** Susie VanHuss Award, Moore School of Business, University of South Carolina. 2003. Award recognizes outstanding performance of a staff employee.

**Judge,** Professional Communication Award, Moore School of Business, University of South Carolina. 2003, 2002. Award recognizes outstanding writing and presentation skills by undergraduates.

**Judge,** Irene D. Elliott Outstanding Teaching Award. Department of English, University of South Carolina. 1998, 1997, 1996.

**Judge,** J. S. Reynolds Undergraduate Essay Contest. Department of English, University of South Carolina. 1996.

**Judge,** Hortense Skelton Freshman Writing Award. Department of English, University of South Carolina. 1997, 1996.

**Member, Writing Programs Committee,** Department of English, University of South Carolina. 2000, 1999, 1998.

- Member, Freshman English Committee**, Department of English, University of South Carolina. 1999, 1998, 1997, 1996.
- Member, Search Committee**, Assistant Professor of Business Communication, Management Program, Moore School of Business, University of South Carolina. 1999, 1998.
- Member, Selection Committee**, Fluor Daniel MBA Fellowships. Moore School of Business, University of South Carolina. 1998.
- Member, Summer School Committee**. Department of English, University of South Carolina. 1995. Invited by department chair to serve on faculty committee charged with developing programs for increasing summer revenues.
- Member, Speakers Committee**. Department of English, University of South Carolina. 1994-1995. Recruited and supervised student volunteers for World War II Writers' Symposium, April 1995. Arranged Robert Rehder poetry reading, October 1994.
- Coordinator, Creative Writers' Group**. University of South Carolina. 1993-1994. Coordinated scheduling and led meetings of writers' group.

## PROFESSIONAL AFFILIATIONS

Association for Business Communication (ABC) 1997-present  
Conference on College Composition and Communication (CCCC) 1997-present  
National Council of Teachers of English (NCTE) 1997-present  
International Writing Centers Association (IWCA) 1998-2001  
Teachers of English to Speakers of Other Languages (TESOL) 1998-2000

## ACADEMIC HONORS AND AWARDS

- Highly Commended Paper Award, Conference on Corporate Communication, Wroxton, England, 2007.
- W. T. C. Bates Award for outstanding graduate student writing in composition and rhetoric, Department of English, University of South Carolina, 1999.
- Irene D. Elliott Outstanding Teaching Award, Department of English, University of South Carolina, 1997.
- Professional Women on Campus Professional Development Award, University of South Carolina, 1997.
- Nominated for the Outstanding Graduate Student Award, Graduate Student Association of the University of South Carolina, 1997.
- W. T. C. Bates Award for outstanding graduate student writing in creative writing, Department of English, University of South Carolina, 1996.
- Edmund A. Ramsaur Fellowship for creative writing, Department of English, University of South Carolina, 1995-1996.
- Nominated for the Outstanding Graduate Student Award, Graduate Student Association of the University of South Carolina, 1995.
- Outstanding Classroom Presence Award (Student), Graduate English Association, University of South Carolina, 1994.

## PREVIOUS EMPLOYMENT

**President, Thomas & Thomas Advertising**, New York, NY 1983-1992; Columbia, SC 1992-present. Co-founded, managed, and currently consult to marketing communications firm. Create and produce consumer print and broadcast advertising, sales promotion materials, Web sites, public relations campaigns, corporate identity programs, medical marketing campaigns and business-to-business communications. Past clients include Bristol-Myers Squibb, American Cyanamid Company, A.C. Nielsen Company, Mediamark Research Inc., The Brooklyn Museum, New-York Historical Society,

Mentholatum Company, E.E. Dickinson Witch Hazel Company, Guardian Investor Services Corporation, Willis Corroon Corporation, Itokin America, and Educational Planning Services.

**Copywriter**, Grey Advertising, Cunningham & Walsh Advertising, McCaffrey & McCall Advertising. New York, NY, 1972-1983. Wrote TV and radio commercials, magazine and newspaper advertisements, and promotional materials for clients including JCPenney, Chemical Bank, Jergens (lotions and soaps), American Home Products (Woolite), Bic Corporation (pens and lighters), Renault, The Hartford Insurance Company, Wallace Silver, and Fawcett Books.

**Intern**, Batten, Barton, Durstine & Osborne Advertising (BBDO), New York, NY, 1970. Wrote newspaper ads and promotional materials for DuPont fashion fibers (Dacron, Antron).

### **AWARDS & AFFILIATIONS**

The Local and Regional TV Advertising “Telly” Award, 1987.

The American Marketing Association Effectiveness Award (“Effie”), 1986.

The New York Arts and Business Council “Encore” Award, 1986.

First Vice President, Ad-Net, an Advertising Service Organization, 1988-90.

Member, American Women's Development Corporation (AWED) 1983-90.