

## Emily Garrigues Marett

Instructor, Department of Management and Information Systems  
College of Business, Mississippi State University  
P.O. Box 9581  
Mississippi State, MS 39762  
(662) 325-6741  
emarett@business.msstate.edu

### EDUCATION

**Ph.D. in Communication**, Edward R. Murrow College of Communication  
Washington State University, December 2010  
**Emphasis:** Media Effects  
**Dissertation Title:** Examining the Role of Identification in an Entertainment-  
Education Context  
**Dissertation Committee:** Dr. Rick Busselle, Dr. Stacey Hust, Dr. Jeff Peterson

**Master of Business Administration**, Idaho State University, December 2004  
**Emphasis:** Marketing

**Bachelor of Science**, Central Washington University, August 2003  
Business Administration, Human Resource emphasis

**Bachelor of Arts**, Central Washington University, August 2003  
Public Relations

### ACADEMIC EMPLOYMENT

Instructor, Department of Management and Information Systems  
Mississippi State University                      Starkville, Mississippi  
August 2009 - Present

Lecturer, College of Business  
Mississippi State University                      Starkville, Mississippi  
August 2008 – August 2009

Lecturer, Department of Communication  
Mississippi State University                      Starkville, Mississippi  
August 2008 – May 2011

Adjunct Faculty, Edward R. Murrow College of Communication  
Washington State University                      Pullman, Washington  
August 2007 – May 2008

## RESEARCH

### Publications

- Marett, L.K., **Marett, E.G.**, & Litchfield, S. (in press). The role of relational familiarity when interpreting family business communication. *IEEE Transactions on Professional Communication*.
- Hust, S.J.T., **Marett, E.G.**, Lei, M., Ren, C., & Ran, W. (in press). *Law & Order, CSI, and NCIS*: The association between exposure to crime drama franchises, rape myth acceptance and sexual consent negotiation behaviors among college students. *Journal of Health Communication*. **Impact Factor: 2.079, ranked 5/72 in Communication and 8/84 in Information Science & Library Science** ©2013 Thomson Reuters, 2012 *Journal Citation Reports*®
- Marett, E.G.** (2015). When bad things happen to bad people: Utilizing disposition theory to explore the effects of cautionary tales. *Journal of Health Communication*, 20(3), 266-274. **Impact Factor: 2.079, ranked 5/72 in Communication and 8/84 in Information Science & Library Science** ©2013 Thomson Reuters, 2012 *Journal Citation Reports*®
- Hust, S.J.T., **Marett, E.G.**, Ren, C., Adams, P., Willoughby, J.F., Lei, M., Ran, W., & Norman, C. (2014). Establishing and adhering to sexual consent: The association between reading magazines and college students' sexual consent negotiation. *Journal of Sex Research*, 51(3), 280-290. **Impact Factor 2.73, ranked 2/92 in Social Sciences, Interdisciplinary and 26/111 in Psychology, Clinical** © 2014 Thomson Reuters, 2013 *Journal Citation Reports* ®
- Hust, S.J.T., **Marett, E.G.**, Lei, M., Chang, H., Ren, C., McNab, A. & Adams, P. (2013). Health promotion messages in entertainment media: Crime drama viewership and intentions to intervene in a sexual assault situation. *Journal of Health Communication*, 18(1), 105-123. **Impact Factor: 2.079, ranked 5/72 in Communication and 8/84 in Information Science & Library Science** ©2013 Thomson Reuters, 2012 *Journal Citation Reports*®
- Hust, S.J.T., Lei, M., Ren, C., Chang, H. McNab, A., **Marett, E.G.**, & Willoughby, J.F. (2013). The effects of sports media exposure on college students' rape myth beliefs and intentions to intervene in a sexual assault. *Mass Communication & Society*, 16(6), 762-786. **Impact Factor 0.94, ranked 30/72 in Social Sciences**, © 2013 Thomson Reuters, 2012 *Journal Citation Reports*®
- Lei, M., Hust, S.J.T., Ran, W., Ren, C., & **Marett, E.G.** (2013). Scripted sexual violence: The association between soap opera viewing and college students' intentions to negotiate sexual consent. *Media Report to Women*, 41(2), 6-11.

Conference Proceedings

- Marett, K., **Marett, E.G.**, and Litchfield, S. (2013, May). The Role of Personal Experience When Interpreting Family Business Communication. Paper presented at the 2013 Theories of Family Enterprise Conference, Imperial College, London UK.
- Hust, S.J.T., **Marett, E.G.**, Lei, M., Ren, C., & Ran, W. (2012, August). *Law & Order*, *CSI*, and *NCIS*: The association between exposure to crime drama franchises, rape myth acceptance and sexual consent negotiation behaviors among college students. Presented at the Association for Education in Journalism and Mass Communication 2012 Convention in Chicago, IL.
- Hust, S.J.T., Lei, M., Ran, W., Ren, C., & **Marett, E.G.** (2012, August). Scripted sexual violence: The association between soap opera viewing and college students' intentions to negotiate sexual consent. Presented at the Association for Education in Journalism and Mass Communication 2012 Convention in Chicago, IL.
- Hust, S.J.T., Adams, P., Ren, C., Lei, M., Ran, W., & **Marett, E.G.** (2012, August). The effectiveness of the entertainment education strategy in sexual assault prevention: A field experiment in a college campus setting. Presented at the Association for Education in Journalism and Mass Communication 2012 Convention in Chicago, IL.
- Hust, S.J.T., Adams, P., **Marett, E.G.**, Willoughby, J., Ren, C., Lei, M., Norman, C., & Radanielina-Hita, M.L. (2011, August). Establishing and adhering to sexual consent: The association between reading magazines and college students' sexual consent negotiation. Presented at the Association for Education in Journalism and Mass Communication 2011 Annual Convention in St. Louis, MO.
- Hust, S.J.T., Adams, P., Ren, C., Lei, M., Fitts Willoughby, J., Norman, C., Radanielina-Hita, M.L., **Marett, E.G.**, & Pinkleton, B. (2010, August). Theory driven message development and the effectiveness of the entertainment education strategy in sexual assault prevention. Presented at the Association for Education in Journalism and Mass Communication 2010 Annual Convention in Denver, CO.
- Hust, S.J.T., **Marett, E.G.**, Chang, H., Lei, M., Wang, J., Ren, C. & McNab, A. (2009, August). Positive benefits: An exploratory study of crime drama viewership and sexual assault prevention. Presented at the Association for Education in Journalism and Mass Communication 2009 Annual Convention in Boston, MA.
- Hust, S.J.T., Lei, M., Ren, C., **Marett, E.G.**, McNab, A., & Chang, H. (2009, August). Sports programming, gender roles, and sexual assault: A test of the media practice model. Presented at the Association for Education in Journalism and Mass Communication 2009 Annual Convention in Boston, MA.

**Marett, E.G.**, & Busselle, R.W. (2008, August). You have to engage me: Examining how narrative engagement influences entertainment-education campaigns for organ donation. Presented at the Association for Education in Journalism and Mass Communication 2008 Annual Convention in Chicago, IL.

Kirpal, N., **Garrigues, E.**, Kepner, R., Boston, T., & Warner, L. (2006, November). Litigation, discrimination, women, and Wal-Mart: Crisis communication strategies of a retail giant. Presented at the National Communication Association conference in San Antonio, TX.

Staker, B., **Garrigues, E.**, & Beachboard, J. (2005, April). Measuring the value of IT: How to create an effective business case for IT investments. Presented at the Western Region American Accounting Association Annual Meeting in Sacramento, CA.

#### Refereed Poster Sessions

**Marett, E.G.** (2008, March). You have to engage me: Examining how narrative engagement influences entertainment-education campaigns for organ donation. WSU Academic Showcase in Pullman, WA.

Meares, M., **Marett, E.G.**, Kepner R., Kirpal, N., Boston, T., & Warner, L. (2007, March). Litigation, discrimination, women, and Wal-Mart: Redirecting communication about a crisis at a retail giant. WSU Academic Showcase in Pullman, WA.

#### Works in Progress

**Marett, E.G.** As if it Never Happened at All: An Exploration of the Underrepresentation of Organizational Crises in Annual Reports. [preparing for submission to *Journal of Business Communication*]

**Marett, E.G.** An Exploration of the Effectiveness of Cautionary Tales Using Protection Motivation Theory. [preparing for submission to *Journal of Communication*. Impact factor: 2.026 **Ranking: 2 / 67** in Communication, 2010 *Journal Citation Reports*®]

**Marett, E.G.** Exploring the impact of punishment severity in cautionary tales. [preparing for submission to *Human Communication Research*]

**Marett, E.G.** Piracy or activism? The impact of watching environmental conflicts on *Whale Wars*. [preparing for submission to *Mass Communication & Society*]

**Marett, E.G.** Snowmobiles, Conservationists, and Access to “Our” Lands: How the Commodification of Nature has Undermined the Environmentalist Movement. [preparing for submission to *Mass Communication & Society*]

Hust, S.J.T., Adams, P.M., Ren, C.R., Lei, M., Fitts, J., Norman, C., **Marett, E.G.**, & Pinkleton, B. Promoting Healthy Attitudes, Norms and Efficacy Among Female College Students: The Effectiveness of the Entertainment Education Strategy in Sexual Assault Prevention. [preparing for submission to *Journal of Health Communication*]

Hust, S.J.T., Adams, P., Ren, C., Lei, M., Ran, W., & **Marett, E.G.** The Effectiveness of the Entertainment Education Strategy in Sexual Assault Prevention: A Field Experiment in a College Campus Setting. [preparing for submission to *Journal of Health Communication*]

## TEACHING

### Mississippi State University

**MGT 3213 – Organizational Communication I.** A study of the role of communication in the modern business organization. Emphasis is given to the basic writing skills applied to various forms of business communications. Three credits.

Average course ratings:

- 4.6/5 (one section, Fall 2014)\*\*
- 4.5/5 (one section, Spring 2014)\*\*
- 4.6/5 (one section, Fall 2013)\*\*
- 4.4/5 (one section, Spring 2013)\*\*
- 4.6/5 (one section, Fall 2012)\*\*
- 4.6/5 (one section, Spring 2012)\*\*
- 4.5/5 (one section, Spring 2011)\*\*
- 4.5/5 and 4.5/5 (two sections, Fall 2010)\*\*
- 4.3/5 (one section, Spring 2010)\*\*
- 4.6/5 (one section, Fall 2009)
- 4.5/5 and 4.6/5 (two sections, Spring 2009)
- 4/5 and 4.3/5 (two sections, Fall 2008)

\*\*Beginning Spring 2010, course structure changed from small group sections (maximum enrollment of 45 students) to a large lecture section (maximum enrollment of 160 students).

**MGT 3813 – Organizational Behavior.** Study of behavioral theories used by managers to assist them in better understanding, anticipating, and influencing behavior in an organizational setting. Three credits.

Average course ratings:

- 4.7/5 (one section, Fall 2014)
- 4.9/5 (one section, Spring 2014)
- 4.8/5 (one section, Fall 2013)
- 4.8/5 (one section, Spring 2011)
- 4.7/5 (one section, Fall 2010)
- 4.4/5 (one section, Spring 2010)
- 4.5/5 (one section, Fall 2009)

**MGT 4533 – Advanced Human Resource Management.** Study of problems in the field of human resource management emphasizing development of the ability to analyze problems and to apply management fundamentals to human resources. Three credits.

Average course ratings:

- 4.9/5 (one section, Fall 2014)
- 4.8/5 (one section, Spring 2014)
- 4.7/5 (one section, Fall 2013)
- 4.7/5 (one section, Spring 2013)
- 4.8/5 (one section, Fall 2012)
- 4.7/5 (one section, Spring 2012)
- 4.6/5 (one section, Spring 2011)
- 4.6/5 (one section, Spring 2010)

**MGT 8112 – Leadership Skills.** Survey of major behavioral skills used by managers to help them understand and influence behavior in an organizational setting. Two credits.

Average course ratings:

- 4.8/5 (online section, Spring 2013)
- 4.6/5 (online section, Fall 2012)
- 4.6/5 (online section, Spring 2012)

**MGT 8111 – HR Issues.** Survey of nature and influences of human resource management in organizations. Case studies are used to apply and reinforce theory. 1 credit.

Average course ratings:

- 4.6/5 (online section, Spring 2013)
- 4.5/5 (online section, Fall 2012)
- 4.7/5 (online section, Spring 2012)
- 4.4/5 (on-campus section, Fall 2009)
- 4.4/5 (online section, Fall 2009)

**CO 3813 – PR Case Problems.**

Average course ratings:

- 4.6/5 (one section, Spring 2011)

**CO 1003 – Fundamentals of Public Speaking.** The psychological processes and adjustments necessary in preparing, organizing, wording, and delivering effective speeches. Fall 2008, two sections. Average course rating, 4.6/5 (both sections).

Washington State University

**PR 313 – Public Relations Writing and Media Techniques.** Practical applications of public relations theory and techniques with emphasis on writing and media use. Fall 2007 and Spring 2008 semesters, one section each semester. Average course rating, 4.9/5 (both semesters).

## SERVICE

- MSU Society for Human Resource Management Student Chapter co-advisor: involved in program topic selection, planning, and generating new members in addition to attending meetings, August 2013 – May 2015
- Developed and coordinated implementation of AACSB Assessment of Learning activities for effective business communication objective, August 2008 – Present
- Member of departmental committee responsible for reviewing and selecting business communication textbook options, August 2008 – Present
- Developed new lecture slides for use by all MGT 3213 instructors and lecturers to accompany new MGT 3213 course textbook adoption.
- Participated in Management position job search process (attended all Skype interviews and job talks of all Management position candidates and provided feedback)
- Presented research lecture to College of Business Executive Advisory Board (Fall 2013 meeting), “How Watching TV Makes us Better People: The Positive Effects of Crime Dramas.”
- Served on BIS.50 Planning Committee (Fall 2013); involved in all event logistic decisions, planning and preparing event materials, event décor, and catering.
- Developed and coordinated implementation of AACSB Assessment of Learning activities for assessing and developing leadership skills objective for the MBA program, August 2012 – August 2013
- Chair of college committee responsible for drafting and editing portion of AACSB Accreditation Report (Student Data Task Force), January – August 2011
- Invited speaker at MSU Society for Human Resource Management student chapter, Nov. 2010
- MSU Women’s Basketball Mentor, August 2008 – May 2012
- Entertainment Studies Interest Group Graduate Student Liaison, Association for Education in Journalism and Mass Communication, August 2008 – August 2009
- Campaign to Prevent Sexual Assault, Washington State University, January – May 2008  
Conducted formative research to inform a campaign targeted towards WSU freshmen. Developed survey instrument, collected data, and identified perceived attitudes and behaviors for use in a social norms campaign against sexual assault.

## MEDIA APPEARANCES

- The Daily Evergreen, “[Magazines linked to unwanted sexual behavior, MSU study finds](#),” June 4, 2014
- The Times of India, “[Men’s magazine readers sexually overactive](#),” June 12, 2014
- Seattle Post-Intelligencer, “[Do ‘lad mags’ make young men sex-stupid? Probably, WSU researchers say](#),” May 27, 2014
- The News Minute, “[Readers of men’s magazines engage in unwanted sexual activity](#),” May 28, 2014
- Huffington Post, “[Crime Drama Viewers May Be More Inclined To Help Victims Of Sexual Assault, Study Suggests](#),” February 26, 2013

- Pacific Northwest Inlander, "[TV Makes you Better: Study says watching crime dramas may make us more helpful bystanders](#)," February 27, 2013
- IMDb, "[A Possible Effect Of Being A Crime Drama Aficionado](#)," February 26, 2013
- Mid-Morning with Aundrea, [live guest discussing impact of crime dramas](#), broadcast on WCBI on March 26, 2013
- "[Crime TV Watchers](#)," package broadcast during 10 pm news on March 25, 2013 and on 6 am news on March 26, 2013 on WCBI (Columbus, MS)
- Northeast Mississippi Daily Journal, "[Research: Crime TV shows successfully communicate health messages](#)," March 28, 2013
- Starkville Daily News, "[Research: Crime shows communicate health messages](#)," March 24, 2013
- Starkville Daily News, "[Study: Crime TV shows create empathy for victims](#)," March 29, 2013

## HONORS & AWARDS

- 2014 (April), College of Business Most Useful Course Award for MGT 4533 (as voted by COB majors)
- 2011, MSU StatePride Award
- 2010, MSU StatePride Award
- 2011 Country Living Magazine Blue Ribbon Blogger, Readers' Choice Award
- 2008, Bronze Medalist, CASE District VIII Communication Awards, *Malawi: Its Future* documentary short.

## PROFESSIONAL MEMBERSHIPS

- Society of Human Resource Management
- Association for Education in Journalism and Mass Communication
- Public Relations Society of America
- Phi Kappa Phi

## PROFESSIONAL EXPERIENCE

Marketing Communications Coordinator, Center for Distance and Professional Education  
Washington State University                      Pullman, Washington  
April 2006 – May 2008

Recruiting & Mentor Program Coordinator, Center for Distance and Professional Education  
Washington State University                      Pullman, Washington  
January 2005 – April 2006

Broadcast Assistant, Office of University Relations  
Idaho State University                              Pocatello, Idaho  
August 2003 – December 2004



Publicity and Program Coordinator, Service-Learning and Volunteer Center  
Central Washington University            Ellensburg, Washington  
May 2002 – May 2003

Editor-in-Chief, College of Business *Beacon*  
Central Washington University            Ellensburg, Washington  
Sept. 2002 – May 2003

Public Relations Intern  
Yakima Area Arboretum                    Yakima, Washington  
Sept. 2002 – June 2003

Staff Reporter, *Western Front*  
Western Washington University            Bellingham, Washington  
Jan. 2001 – March 2001

Correspondent  
*Yakima Herald-Republic*                    Yakima, Washington  
Sept. 1999 – August 2000