

Tyra Burton

Professor, Marketing & Professional Sales at Kennesaw State University

Kennesaw, GA, US

Tyra Burton has taught for 20 years in higher education and is a published author in social media marketing and the entertainment industry.

Biography

Tyra Burton is a senior lecturer of marketing at Kennesaw State University and the author of "Socially Engaged: The Author's Guide to Social Media," written with Jana Oliver. A recipient of both the Coles College Undergraduate and Innovative Teaching awards, she specializes in bringing real-world applications to the classroom while presenting cutting-edge material.

Burton has an extensive background in social media and is a frequent workshop presenter, panelist and columnist on the subject. She also researches and teaches on topics connected to the entertainment industry, pop culture, gaming, geek culture, and gender and sexuality.

As a published author, she is familiar with the publishing industry both from traditional and self-published perspectives.

Industry Expertise

Advertising/Marketing, Education/Learning, Writing and Editing, Social Media, Media - Online, Media - Print, Publishing, Entertainment, Computer Gaming

Areas of Expertise

Advertising & Marketing, Social Media, Writing & Editing, Research, Blogging, Social Media Marketing, Consumer Behavior, Word of Mouth Marketing, Entertainment, Entertainment Marketing, Publishing, Gaming, Gender Issues, Pop Culture, Podcasting

Affiliations

Atlantic Marketing Journal, Atlantic Marketing Association, Atlanta Chapter AMA, Romance Writers of America

Event Appearances

Niche Markets in eBooks and Print (for Writers)

DragonCon Electronic Frontiers Forum

Internet Marketing (for Authors): Conquering Social Media

DragonCon Electronic Frontiers Forum

Which Gender is Which? Gender Issues in Fandom & Writing
Conjuration 2016 (Fantasy Convention)

Women in Sci-Fi, Fantasy & Fandom
Conjuration 2016 (Fantasy Convention)

“The Other Social Networks: Using LinkedIn, Twitter, Tumblr and Blogs as Teaching Tools”
Marketing Management Association Fall Educator Conference

“Developing a Social Media Class for the Curriculum”
Georgia Association of Marketing Educators

"Personal Branding Seminar,"
Breaking into Business

The Sexuality of Sherlock
221B Con - A Sherlock Holmes Convention

#GotSocial: An Author Assistant's Guide to Social Media
Novelist Inc. Convention

The Best Defense in the Online World: Be Socially Engaging
Atlanta Food Service Expo

Website Sweet Website: How to Use Your Website to Drive Sales and Encourage Fan Engagement
Moonlight & Magnolia Writers Convention

Education

Georgia Institute of Technology
M.S. in Management

Georgia State University
B.B.A.

Accomplishments

Distinguished Undergraduate Teaching Award for Coles College

Tyra Burton demonstrated the development and implementation of innovative pedagogy that exhibits creativity, honors individuality and diversity; addresses current practice, trends, and issues in one’s discipline and higher education; and is based on evidence that it facilitates student learning.

Innovations in Teaching Award

The Innovation in Teaching Award is awarded based on a record of implementing and developing novel and enhanced classroom approaches for undergraduate teaching. These teaching approaches illustrate the faculty member's involvement in his/her classroom and are echoed in the positive reflections on the student learning.

Board of Directors, Georgia Romance Writers

Vice President of Communications

Established extensive social media presence, policy and best practices for the organization.

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