

Dr. Gregory E. Moreland
University of Florida
Department of Spanish and Portuguese Studies
PO Box 117405
Gainesville, FL 32611
(352) 273-3750
moreland@ufl.edu

Education

1996 Ph.D., Spanish American Literature, University of Florida.
1987 M.A., Latin American Studies, University of Florida.
1985 B.A., Spanish / Political Science, Indiana State University.

Teaching Experience

1996-present Senior Lecturer, Department of Spanish and Portuguese, University of Florida. Teach advanced-level courses in Business Spanish; Service Learning for the Health Professions; Languages Across the Curriculum; Latin American culture, grammar and composition.

1994-1996 Graduate Teaching Assistant, University of Florida. Taught a variety of Spanish courses at advanced, intermediate and beginning levels.

1993-1994 Lecturer, Department of Foreign Languages, Indiana State University. Taught literature, culture and grammar courses in Spanish at all levels.

1990-1993 Graduate Teaching Assistant, University of Florida. Taught first- and second-semester Spanish courses.

1988-1990 Lecturer, Department of Foreign Languages, Indiana State University. Taught beginning- and intermediate-level Spanish courses.

1987-1989 Instructor, Spanish Summer Honors Seminar, Department of Foreign Languages, Indiana State University. Taught afternoon sessions of intensive two-week seminar for talented high school students.

Professional Experience (*Advising, Coordination, Study Abroad and Conferences/Workshops*)

Advising

2001-present Undergraduate Advisor, Spanish Section, Department of Spanish and Portuguese.
2004-2017 Faculty Advisor, Mexican-American Student Association (MASA).

Coordination

1996-2023 Director, FLAC (Foreign Languages Across the Curriculum) program. FLAC at Florida integrates the study of Latin American, European and international topics with the practice of a variety of foreign languages. It creates one-credit enhancement sections in Spanish, Portuguese, French, Italian and/or German to accompany English-language content courses. In addition to directing the program, I have also taught the following FLAC courses: Daddy Yankee: The Legend (2022-23); Bad Bunny: The Phenom (2020-21); El Reggaeton (2018-20); Pop Culture in Latin America (2017-2018); University Life in Latin America (2015-17); Tourism in the Spanish-Speaking World (2014-15); World Cup 2014 (2014, 2013); Soccer in Latin America and Spain (2012, 2011); Sports in Spain and Latin America (2009, 2008, 2007); Cities of the Spanish-Speaking World (2009); Contemporary Music in Spanish (2008, 2007, 2006); Business and Culture of Sports in the Spanish-Speaking World (2006, 2005); Latin American Music (2005, 2004, 2003, 2000, 1999); U.S. – Latin American Cultural Relations (2002); Religion in Latin America (1997); and Latin American Civilization (1996).

2002-2004 Liaison, CES (Center for European Studies). See “Liaison, CIBER” below.

2000-2001 Coordinator, Intermediate Spanish sequence (SPN 2200 and SPN 2201).

1998-2014 Liaison, CIBER (Center for International Business Education and Research). My department’s representative as we collaborated with the UF CIBER (which ceased to exist in 2014). One of my CIBER-related duties was to create new business-related Spanish courses: Teaching Spanish for the Professions; Marketing & Advertising in the Spanish-Speaking World; The Business and Culture of Sports in the Spanish-Speaking World; Intermediate Spanish for Business.

1994-2001 Coordinator, “Mesa de Espanol.” The “Mesa” was a weekly event at which students, primarily undergraduates, gathered to practice their Spanish in a relaxed, informal environment.

Study Abroad

2017 Co-Director and Instructor, UF in Cusco (Peru) – Service Learning for the Health Professions Summer A program. Taught SPN 3948, Service Learning for the Health Professions.

2016 Co-Director and Instructor, UF in Cusco - Service Learning for the Health Professions Summer A program. Taught SPN 3948, Service Learning for the Health Professions.

2011 Student, ISA (International Studies Abroad) Summer I program in Florianopolis, Brazil. Took advanced-level “Portuguese Language: Oral and Written Comprehension and Expression” and participated in excursions.

2010 Instructor, ISA in Guanajuato (Mexico) Summer I Program. Taught advanced-level course entitled “Contemporary Music in the Spanish-Speaking World,” served as tutor, and participated in excursions.

2009 Instructor, ISA in Guanajuato Summer I Program. Taught advanced-level course entitled “Contemporary Music in the Spanish-Speaking World,” served as tutor, and participated in excursions.

2008 Instructor, ISA in Guanajuato Summer I Program. Taught advanced-level Business Spanish course, served as tutor, and participated in excursions.

2007 Curriculum Implementation Consultant, ISA / SU (Southwestern University) in Guanajuato Summer I program. Contracted by ISA to assess the program. Primary duties: observe classes, tutor, dialogue with Guanajuato and SU faculty, make formal recommendations for program and curricular reform.

2006 Faculty Advisor, ISA in Buenos Aires (Argentina) Summer II program. Observed classes, served as tutor, and participated in excursions.

2003-2005 Director, UF in Guanajuato Summer A Program. Directed the program and taught the following courses: Pop Culture in the Spanish-Speaking World; Marketing and Advertising in the Spanish-Speaking World.

2002 Instructor, ISA in Guanajuato Summer II Program. Taught intermediate-level Spanish course, served as tutor, and participated in excursions.

Conferences/Workshops (for conferences and workshops at which I have presented, please see “Presentations”)

2023 Participant, Southern Conference on Language Teaching (SCOLT), “Mobilize for Language Learning.” Mobile (March).

2008 Member, Organizing Committee, CIBER Business Language Conference on Preparing Global Business Leaders. University of Florida, (hosted off-site in) St. Petersburg (April 9-11). Oversaw multiple aspects of conference preparation, with primary responsibility for academic content of event. Received, evaluated and slotted all proposals. Created thematic tracks and invited guest speakers to address selected themes.

2002 Participant, CIBER Conference on Global Interdependence and Language, Culture and Business. University of North Carolina-Chapel Hill (March).

2001 Participant, Florida International University CIBER’s Spanish Language Faculty Development Program. Two-week workshop for Spanish-language educators at the Universidad Carlos III (Colmenarejo campus), Madrid, Spain (July).

2001 Participant, Language and Culture for International Business: A Workshop for Foreign Language Educators. Fogelman Executive Center, University of Memphis (February).

Presentations

2020 “UF in Cusco (Peru): Experiential Learning for the Health Professions.” 5th International Symposium on Languages for Specific Purposes (ISLSP) & Centers for International Business Education and Research (CIBER) Business Language Conference. Charlotte (UNC Charlotte, March).

2018 “Certificate in Spanish for the Professions at the University of Florida: One Model.” IV International Symposium on Languages for Specific Purposes (ISLSP) / CIBER Business Language Conference. Gainesville (University of Florida, February).

2016 “Languages Across the Curriculum: Tailoring a LAC Program to Meet Institutional Needs and Realities.” Hattiesburg (Department of Foreign Languages and Literatures, University of Southern Mississippi, October).

2016 “How Foreign Languages and Study Abroad Changed My Life: A Sycamore’s (Unexpected) Journey.” Terre Haute (Department of Languages, Literatures & Linguistics, Indiana State University, February).

2014 “Certificate in Spanish for the Professions: (Re)invigorating the Foreign Language Curriculum.” Greenville (Department of Foreign Languages and Literatures, East Carolina University, December).

2014 “Marketing & Advertising in the Spanish-Speaking World.” 16th Annual CIBER Business Language Conference. Park City (Brigham Young University, April).

2013 “The Business and Culture of International Soccer.” CIBER Annual Business Language Conference on The Business of Language: Educating the Next Generation of Global Professionals. Bloomington (Indiana University, April).

2013 “Global Fluency: Preparing Our Students to Negotiate Cultural Differences” (co-presenters, Franz Futternecht and Mary Risner). CIBER Interdisciplinary Workshop Series. Gainesville (University of Florida, March).

2012 “Professor as Student on Study Abroad: What Can We Truly Gain from the Study Abroad Experience?” CIBER Annual Business Language Conference on Building Bridges from Business Languages to Business Communities. Chapel Hill (University of North Carolina, March).

2011 “Two Students and a Professor Ponder the Question: What Can We Truly Gain from the Study Abroad Experience?” CIBER Annual Business Language Conference on Bringing

Languages and Business Together: New Directions for a Critical Need. Charleston (University of South Carolina, March).

2010 “The Business of Study Abroad and Business Language(s) on Study Abroad.” CIBER Annual Business Language Conference on Global Literatures: Integrated Approaches to Cross-Cultural Training. Philadelphia (University of Pennsylvania, March).

2009 “Teaching Business Spanish with a Study Abroad Provider: The Pros and Cons of a Unique Study Abroad Opportunity for Language Instructors.” CIBER Annual Business Language Conference on Navigating the World of Business Through Language and Culture. Kansas City (Kansas University, April).

2008 “From ‘Business and Culture of Sports in the Spanish-Speaking World’ to ‘Sports in Spain and Latin America’; Or, How a One-Credit Language Enhancement Section Became a Three-Credit Advanced-Level Spanish Course.” CLAC Conference on Challenges in Integrating Languages and Cultures into a Post-Secondary Curriculum. Chapel Hill (University of North Carolina, October).

2008 “Using ‘Languages Across the Curriculum’ to Expand the Business Language Curriculum” (co-presenters, Laurel Abreu and Deicy Jimenez). CIBER Annual Business Language Conference on Preparing Global Business Leaders. St. Petersburg (University of Florida, April).

2007 “Studying Abroad: What Are U.S. College Students Learning (and Doing)?” CIBER Annual Business Language Conference on The Key to U.S. Competitive Edge: Bridging Language and Business. Columbus (Ohio State University, March).

2006 “Spanish for Business as the Cornerstone of Study Abroad: University of Florida in Mexico and Spain.” CIBER Annual Business Language Conference on Matters of Perspective: Culture, Communication and Commerce.” Atlanta (Georgia Tech, April).

2006 “(Foreign) Languages Across the Curriculum.” Invited guest speaker at LAC Workshop. Austin (University of Texas, January).

2005 “FLAC at the University of Florida: Past, Present and Future.” Conference on Cultures and Languages Across the Curriculum: Responding to a National Need. Iowa City (University of Iowa, November).

2005 “FLAC at the University of Florida, 1996-2005.” Invited guest speaker at Symposium on Languages Across the Curriculum: Rationale, Strategies and Outcomes of a Multidisciplinary Program. Auburn, (Auburn University, April).

2005 “The Business and Culture of Sports in the Spanish-Speaking World: New Spanish-Language Course at the University of Florida.” CIBER Annual Business Language Conference on Business, Language and Culture: Putting the Pieces Together. Park City (Brigham Young University, April).

2004 “Spanish for Business at the University of Florida, 1998-2004: Six Years, Eight New Courses.” AATSP Annual Meeting. Acapulco, Mexico (August).

2004 “A Tribute to Selena: Her Music and Impact.” Chicano Week. Gainesville (University of Florida, March).

2003 “Foreign Languages Across the Curriculum.” Invited guest speaker at FLAC Workshop. Orlando (University of Central Florida, November).

2003 “How to Initiate, Implement and Institutionalize a (Foreign) Languages Across the Curriculum Program: The Case of the University of Florida, 1996-2003.” CIBER Annual Business Language Conference on International Business, Language and Technology: New Synergies, New Times.” Miami (Florida International University, April).

2003 “Jennifer Lopez, Paulina Rubio and Thalía: Their Music...And Are They Latina Role Models?” 9th Annual Hispanic-Latino Collegiate Forum. Gainesville (University of Florida, March).

2003 “Practices, Achievements and Special Concerns of (Foreign) Languages Across the Curriculum Programs at State-Supported Institutions: The Cases of the University of Florida and UNC-Chapel Hill.” Invited guest speaker at Workshop on LAC at State Universities: Theory and Practice.” Chapel Hill (University of North Carolina, February).

2000 Intensive Beginning Spanish for Business: New Course, New Spirit of Cooperation Between Languages, Area Studies and Business at the University of Florida.” AATSP Annual Meeting. San Juan, Puerto Rico (August).

2000 “Latin American Business Environment: The Convergence of CIBER, CLAS, FLAC and RLL at the University of Florida (co-presenter, Marcela Hurtado). Thunderbird-EMU Conference on Language, Communication and Global Management. Scottsdale (Thunderbird, April).

1999 “Integration of the Spanish Language Component of CIBER: Incorporating the Experiences of a Successful Program.” EMU Conference on Language and Communication for World Business and the Professions. San Diego (San Diego State University, March).

1996 “Literature in a Mass-Circulation Argentine Newsmagazine: The Case of PRIMERA PLANA’s ‘Textos,’ 1967-1969.” AATSP Annual Meeting. Orlando (August).

1996 “Contemporary Music and Music Videos in the Intermediate Spanish Classroom.” Southern Conference on Language Teaching. Mobile (March).

1995 “PRIMERA PLANA and the Argentine Publishing Industry in the 1960s: Partners in the Promotion of Literature.” Modern Languages Association Annual Meeting. Chicago (December).

1995 “The Publishing Industry: Its Importance in the Field of Literary Criticism.” Graduate Student Symposium on Literature, Language and Culture. Columbia (University of South Carolina, March).

Courses Taught and/or Developed *(at the University of Florida)*

SPN 6166	Teaching Spanish for the Professions (3 credits)
SPN 4420	Advanced Composition and Syntax (3)
SPN 3948	Service Learning for the Health Professions (3)
SPN 3930	Women in Latin Music [scheduled for Spring 2024] (3)
SPN 3930	Latin Music in the United States: Roots, Rock, Rap & Reggaeton (3)
SPN 3930	Contemporary Music in the Spanish-Speaking World (3)
SPN 3930	Pop Culture in the Spanish-Speaking World (3)
SPN 3930	Influential People in the Spanish-Speaking World (3)
SPN 3520	Culture and Civilization of Spanish-America (3)
SPN 3443	Marketing and Advertising in the Spanish-Speaking World (3)
SPN 3440	Commercial Spanish (3)
SPN 3301	Spanish Grammar and Composition 2 (3)
SPN 3300	Spanish Grammar and Composition 1 (3)
SPN 3224	Daddy Yankee: The Legend (1)
SPN 3224	Bad Bunny: The Phenom (1)
SPN 3224	El Reggaeton (1)
SPN 3224	Pop Culture in Latin America (1)
SPN 3224	University Life in Latin America (1)
SPN 3224	World Cup 2014: The Business and Culture of International Soccer (1)
SPN 3224	Tourism in the Spanish-Speaking World (1)
SPN 3224	Sports in Spain and Latin America (1)
SPN 3224	Business and Culture of Sports in the Spanish-Speaking World (1)
SPN 3224	Cities of the Spanish-Speaking World (1)
SPN 3224	Contemporary Music of the Spanish-Speaking World (3, abroad)
SPN 3224	Contemporary Music in Spanish (1)
SPN 3224	Latin American Music (1)
SPN 3224	U.S. – Latin American Cultural Relations (1)
SPN 3224	Religion in Latin America (1)
SPN 3224	Latin American Civilization (1)
SPN 2442	Intermediate Spanish for Business (5)
SPN 2240	Intensive Aural and Reading Comprehension (3)
SPN 2201	Intermediate Spanish 2 (3)
SPN 2200	Intermediate Spanish 1 (3)
SPN 1132	Intensive Beginning Spanish for Business (5)
SPN 1131	Beginning Spanish 2 (5)
SPN 1130	Beginning Spanish 1 (5)