

MARKETING MINUTE – FEBRUARY 2008

MARKETING IS EVERYBODY'S BUSINESS

Hope you are having a wonderful spring semester and that you are gearing up for midterms.

MARKETING COURSES – FALL 2008 SEMESTER

As of today's date, in addition to the Marketing core courses, the following electives will be offered next semester:

Marketing 114 Principles of Logistics & SCS
Marketing 126 Purchasing and Material Handling
Marketing 130 Retailing
Marketing 134 Entrepreneurial Marketing
Marketing 150 Sports Marketing
Marketing 153 E-Marketing
Marketing 195 Internship

INTERSHIPS

Since the January edition of *The Marketing Minute*, even more marketing-related internships have been posted by the CSB Internship office., including outstanding internship opportunities offered by Gottschalk's, The Volunteer Center of Fresno County, The Fresno Grizzlies and the Visalia Oaks, just to name a few. If you are interested in completing an internship for your Marketing elective, please see Professor Young in the CSB Internship Office at PB 182. You may make an appointment with Professor Young by calling (559) 278-4985.

SPORTS MARKETING OPTION

The Marketing Department is pleased to announce that the Sports Marketing option will begin in the Fall 2008 semester. This is an exciting development as we will be offering the first Sports Marketing option in the state of California. For further information contact Dr. Susan D. Geringer at sgeringer@csufresno.edu or at (559) 278-7995. Dr. Geringer has worked recently in developing sports marketing related internships. Contact her if you are interested in pursuing this field of study.

There are always stumbling blocks, but if we didn't stumble, we would never learn. Thanks again, students, faculty and nonprofit organizations, for all your cooperation and hard work!

CAREER & INTERNSHIP EXPO '08

The annual Career & Internship Expo will be held at the Save Mart Center on February 28th from 12:30-5:00 p.m. Many exciting career and internship opportunities will be available. Dress professionally and bring numerous copies of your resume.

CAREER SERVICES WORKSHOPS

The CSU, Fresno Careers Services Office is offering numerous interesting workshops this semester. These workshops include:

Resume Doctor – Feb 21

Mock Interview – March 7 & 11

Dining Success Dinner – April 9

Grad Fair – March 11 & 12

Interview Savvy Panel – March 26

Life After College Conference – April 11

For further information go to www.FresnoStateCareers.com

ON-CAMPUS INTERVIEWS

The CSU, Fresno Career Services office has worked diligently to bring excellent employment opportunities to our graduates. This semester numerous employers will be visiting campus which have stated that they are interested in interviewing Marketing majors, including, but not limited to Hormel Foods, Target, Aerotek, Pepsi Bottling Group, Cargill Meat Solutions, Mervyns, Longs Drugs, Gottschalk's, Sherwin Williams Co., Foster Farms, Pacific Gas and Electric, Enterprise Rent-A-Car, Wells Fargo Financial, and Guardian Industries. For a complete list of employers and further information, including the date(s) of their campus visit, go to the Career Services office in Joyal 256 or visit www.fresnostatecareers.com.

FACULTY HAPPENINGS

Often students are unaware of the research interests and participations of their faculty, in other words, what do we do in our 'spare time' when we aren't teaching class? Beginning this month we will feature the current research adventures of your Marketing faculty.

Dr. Wenming Chung

Refereed Journal Article: Boyer, Kenneth, Prodh'omme, Andrea and Wenming Chung, "The Last Mile Challenge: Evaluating the Effects of Customer Density and Delivery Window Patterns," in forthcoming edition of *Journal of Business Logistics*.

Conference Presentations: Chung, Wenming, Salluri, Srinivas and Ram Narasimhan, "Quantity Flexibility Contract with Incentives" presented at DSI annual conference (Nov. 2007), Phoenix, Arizona.

Chung, Wenming, Talluri, Srinivas and Ram Narasimhan, "Quantity Flexibility Contract in a Tow-Supplier-One-Buyer Supply Chain," POMS Annual meeting, (2008), La Jolla, California.

Dr. Susan Geringer

Refereed Proceedings and Conference Presentation: Perry, Nicholas J. and Susan D. Geringer (2008), "Generation Y Tipping Habits: A Quantitative Consumer Behavior Study," *Proceedings of the 2008 Association of Collegiate Marketing Educators*, Houston, Texas.

Refereed Proceedings and Conference Presentation: Roybal, Christina N. and Susan D. Geringer (2008), "Motives for Corporations to Enter Sponsorship Agreements with NCAA Division 1-A Athletic Programs," *Proceedings of the 2008 Marketing Management Association*, Chicago, Illinois.

Textbooks: Case study written by Dr. Geringer entitled "Advise for Wild Planet" is featured in Solomon, Michael R., Marshall, Greg W. and Elnora W. Stuart (2008), *Marketing: Real People, Real Choices*, Fifth edition, pg. 157.

Case study written by Dr. Geringer entitled "Global Container Corporation" will be featured in the forthcoming edition of "Professional Sales Management" by Anderson, Ralph E., Hair, Joseph F. and Allen J. Bush.

Dr. Andreas Stratemeyer

Refereed Journal Article: Peterson, Robin T. and Andreas W. Stratemeyer (2007), "Implementing Futurism in Independent Hotel and Motel Service Planning: An Examination," *Journal of Travel and Tourism Marketing*, 23 (1), pp. 31-42.

Refereed Proceedings: Taute, Harry A., Vaidotas Lukosius and Andreas Stratemeyer (2008), "The Changing Nature of Controversial Advertising: A Content Analysis Study," *Proceedings of the 2008 Association of Collegiate Marketing Educators*, Houston, Texas.

Refereed Proceedings and Conference Presentation: Lukosis, Vaidotas and Andreas Stratemeyer (2008), "State Sponsored Lottery: Retailers are Facing Ethical Issues, but at what Cost?" *Proceedings of the 2008 Association of Collegiate Marketing Educators*, Houston, Texas.

FACULTY IN THE SPOTLIGHT

This month's featured faculty is Dr. Wenming Chung, the Marketing Department's newest faculty member, beginning at CSU, Fresno in the Fall 2007 semester.

Dr. Chung received his Ph.D. degree in operations management/supply chain management from Michigan State University. He also holds his M.S. degree and B.B.A. degree in transportation engineering and management from National Chiao Tung University, Hsinchu, Taiwan. His research interests include supply chain management, supply chain contracts design, logistics and transportation, and stochastic inventory systems. He has published in the *TTF*, the *Annals of Regional Science*, and the *Journal of Business Logistics*. Dr. Chung is a member of several professional organizations that include Decision Science Institute, Production and Operations Management Society and the Institute for Operations Research and Management Sciences.

Prior to enrollment in his Ph.D. program, Dr. Chung had 6 years of work experience in the PC industry and 2 years experience in the military. The bulk of his work was in purchasing and supply chain management, where he managed the several purchasing teams that were responsible for materials procurement, inventory control, vendor negotiation and relations for the desktop PC and laptop PC assemblies. During this time he was involved with many projects such as E-Procurement implementation, inbound logistics operations, and in-house third party warehousing and contract review. He has worked in multi-national locations including Taiwan, US, Mexico and China.

Dr. Chung has taught a variety of courses in the areas of logistics management, supply chain management, operations management, business statistics, and marketing research methods. Outside of work, Dr. Chung's hobbies include playing badminton, swimming, and traveling. He is a member of CSU, Fresno's badminton club.

ALUMNI IN THE SPOTLIGHT

Each month we will spotlight a graduate of the Craig School of Business' Marketing Department. The alumnae featured this month is Jessup Wiley, a 2006 graduate of our program.

In the fall of 2002 Jessup Wiley made what he calls "one of the best decisions of my life" and moved from his small hometown of Aromas, California to Fresno to pursue a degree in Business Administration from the Craig School of Business. While entering the Business program, Jessup was awarded a Sid Craig Business Scholarship for outstanding achievement in high school, both in academics and community service. While studying at CSB Jessup decided on a concentration in Marketing. After making this decision he joined Pi Sigma Epsilon, the Marketing fraternity in CSB. During his membership in Pi Sigma Epsilon, Jessup held numerous offices and participated in many community service-based projects, as well as professional development conferences. Upon graduation Jessup received the honor of being named an "Outstanding Marketing Graduate" by the Law Offices of Steven A. Geringer.

Shortly after graduation Jessup was offered a job with the Fresno State Winery as their marketing manager. His hard work and dedication has taken the Fresno State Winery to the next level, closing deals with major national retailers such as Trader Joe's and Costco. All the while Jessup has been revamping every aspect of the winery's

marketing operations, from brochures to the website. This translated into the first 6-figure profit year the winery has ever achieved!

In addition to the work he has done with the Fresno State Winery, Jessup has also done extensive work with the wine industry in the Greater Fresno area. As one of the founding members, and a current board member, of the Twin River Vintners of Fresno County, a collection of small boutique wineries in the Fresno area, Jessup has worked hard promoting the group's fledgling bi-annual event, the Fresno County Wine Journey.

Recently Jessup was honored by *Business Street* magazine as a "Top 40 Under 40" business executive. As the youngest member of the group that was honored in January, 2008, he expressed great shock and appreciation for being considered for this prestigious award.

Currently, Jessup is continuing to work for the Fresno State Winery and plans to do so for the foreseeable future, stating that there are still things that he wants to streamline. On a personal note, Jessup will be a father this spring. Congratulations, Jessup for your many achievements. We are so proud to list you among a long list of outstanding graduates of the CSB Marketing Department at CSU, Fresno.

STUDENT IN THE SPOTLIGHT

Each month we will spotlight a student currently enrolled in the Craig School of Business' Marketing Department. The student featured this month is Alexandria Riedinger.

Alexandria was born and raised in Salinas, California in a household that included two older brothers for her to look up to. When she originally came to CSU, Fresno in the Fall of 2004 she was planning to become a veterinarian, but soon discovered that business, especially marketing, was her true passion. Her high school experience included her membership in numerous organizations, including one in which she was the president; part of her job duties as president was to find sponsorships. She was not aware that in actuality, during high school she had developed numerous marketing plans and presentations. It was through the development of these plans and presentations that she realized her love for these activities.

She has had some great marketing opportunities to date, primarily because of her ability to take the initiative and her thirst for gaining as much experience in marketing as possible. Some of these experiences include shadowing a marketing professional at the Nike Campus and Adidas Village in Portland, Oregon, investing as much time as possible with a mentor on the front of marketing innovation in Los Angeles, spending a semester abroad to study International Business in Paris, France, and working with our Marketing Department Chairperson, Dr. Reza Motameni, in the Craig School of Business Honors Program. For the past year in the Honors Program Alexandria has been working on a thesis about Viral Marketing and the use of Online Social Tools and Incentives to help the success of a viral campaign.

While attending school full-time and working part-time, Alexandria took the advice of many around her to get involved with an internship and said she had "the best experience yet, besides Paris of course, working as the Marketing Intern for the Save Mart Center!" Alexandria finds learning through experience to be "amazing" and she has met, not to mention seen, many great people and performers along the way. She finds

that working behind the scenes and witnessing what her hard created with each event to be “indescribably amazing.”

Graduation is right around the corner for Alexandria and her four years will be over in May. She has one more study abroad trip planned to Hong Kong before she goes out into the real world. Her goal is develop a career in either the sports or entertainment industries.

We wish Alexandria all the best in her future studies and career goals.

WORDS OF WISDOM

“Education is learning what you didn’t even know you didn’t know.”

– Daniel J. Boorstin

“Your chances of success in any undertaking can always be measured by your belief in yourself.”

- Robert Collier