

## **THE MARKETING MINUTE – FEBRUARY 2012**

### *MARKETING IS EVERYBODY'S BUSINESS!*

The semester is under way! The *Marketing Minute* newsletter is distributed to provide important information to marketing majors, as well as other majors who are currently enrolled in marketing courses. The purpose of the *Marketing Minute* is to help you make better-informed decisions about your education and career development.

## **MARKETING AND LOGISTICS OFFICE HOURS – SPRING 2012**

The Department of Marketing and Logistics office hours for the Spring 2012 semester are as follows:

8:00 a.m. to 5:00 p.m. Monday – Friday (12:00 – 1:00 p.m. lunch)

## **MARKETING AND LOGISTICS ADVISING**

Don't wait until the time of your graduation to find out that you are lacking units! Make an appointment to go over your requirements. Students who have declared their option in Marketing, Logistics or Sports Marketing are required to meet with Dr. Motameni, the Department Chairperson for Marketing and Logistics. In order to make an advising appointment with Dr. Motameni in PB 388, call the department office at (559) 278-7830. If you have any other questions, comments, or concerns about the Department of Marketing and Logistics please feel free to email Dr. Motameni at [motameni@csufresno.edu](mailto:motameni@csufresno.edu).

## **BUSINESS SALES LEADERSHIP DEVELOPMENT PROGRAM**

### **Description:**

The Business Sales Leadership Development Program offers an accelerated track for an exciting business-to-business sales career with AT&T. This 5-6 month paid program will put participants on the fast track toward a future with the industry's leading services and solutions provider.

As a Business Sales Account Executive, participants will complete a 5-6 month paid program at the AT&T Business Sales Leadership Center, located in Atlanta, Georgia. This comprehensive program immerses participants in an environment that fosters the ability to sell our services and solutions to a broad range of businesses. With instructor-led and web-based training, as well as hands-on application, individuals will learn the communications industry from the inside out while discovering the value of initiative and entrepreneurial thinking. The program includes a combination of training targeted to enhance sales skills, leadership, AT&T product knowledge (including Wireless and Wireline, IP, Data & Voice), total account management, relationship building and business management. While in the program, participants will be required to make cold calls, prospect, handle customer issues, place orders, and meet quotas.

You will have the chance to work closely with a sales management team and benefit from their experience, ongoing coaching, assessment and support. Participants must be prepared

for relocation to another US market after successful completion of the program. In market, you will be securing new business and managing existing business accounts.

**Qualifications:**

- Completion of a Bachelor's degree or Master's degree within the past three years
- Sales passion and a drive for accelerated growth in professional B2B sales
- Strong academic performance and active involvement on/off campus (i.e.; participation in internships, work, athletics, volunteerism, student run organizations, student government...)
- Strong communications skills
- Effective problem-solving and critical thinking skills
- Flexible, adaptable, resilient
- High customer service standards
- Willing and able to relocate to another territory in the U.S.
- Valid and clean driver's license, current auto insurance and a reliable vehicle per transportation needs of the market
- Related experience with cold calling and sales a plus

APPLY NOW by visiting: [www.att.jobs/b2b](http://www.att.jobs/b2b)

AT&T College Connection Facebook Page: [www.facebook.com/attCollegeConnection](http://www.facebook.com/attCollegeConnection)

**2012 SUMMER STUDY ABROAD PROGRAMS**

Application Deadline: March 5, 2012

CSB and IBP student discounts apply\*

Three Undergraduate Core Business courses will be offered jointly with Hong Kong Baptist University in Hong Kong.

**Courses:**

FIN 120 – Principles of Finance (4 units)

MGT 124 – Production/Operations Management (4 units)

MGT 187 – Strategic Management (3 units)

**Tentative Class Schedules:**

Four weeks in Fresno: *May 28 – June 22, 2012*

Two weeks in Hong Kong: *June 23 - July 7, 2012*

**\*Special Discounts for CSB students:**

**One course discount: \$450**

**Two courses discount: \$800**

**Costs:**

One course: **\$2,250** (after \$450 discount)

Two courses: **\$2,800** (after \$800 discount)

*Includes: Course Fee, Program Fee, Travel Health Insurance, Housing in Hong Kong, Corporate and Cultural Visits*

**Not included: Airfare, Meals, and Textbooks**

**University Scholarship May Be Available!**

**How to Apply**

- a. Visit International Business Programs website at <http://www.craig.csufresno.edu/ibp>.
- b. For more information, please contact, Crystal Cui at [lcui@csufresno.edu](mailto:lcui@csufresno.edu) or Tatyana Ryabova at [tryabova@csufresno.edu](mailto:tryabova@csufresno.edu). You can also reach us at [559.278.4723](tel:559.278.4723) or [559.278.4653](tel:559.278.4653), or stop by our office at PB 189.

**CRAIG SCHOOL OF BUSINESS MBA**

If you are thinking of getting your MBA, contact the Graduate Business Studies Office in PB 183 or call (559) 278-2107 for more information. In addition, they can also advise you on important information regarding the GMAT preparation!

**FACULTY AND STUDENT ACCOMPLISHMENTS**

Michelle Rovella, a 2011 CSB graduate in the Marketing option and CSB Honors Student, had her honors thesis entitled, "Viewer Perception of Product Placement in Comedic Movies", accepted for presentation at the 2012 Marketing Management Association's Spring Conference, as well as for publication in the proceedings. Michelle, and co-authors, Dr. Susan Geringer and Dr. Rudy Sanchez, will also present the paper with Michelle at the conference. Congratulations to Michelle and Drs. Geringer and Sanchez!

**WORDS OF WISDOM**

“No great marketing decisions have ever been made on qualitative data”

*John Scully, former president of Pepsi and CEO of Apple*