

## **MARKETING MINUTE – JANUARY 2008**

### *MARKETING IS EVERYBODY'S BUSINESS*

Welcome back to school for the Spring 2008 semester! There are many exciting developments within the CSB Department of Marketing and Logistics. The Logistics option became a reality last semester and the Sports Marketing option will begin during the Fall 2008 semester.

### **MARKETING ADVISING**

Don't wait until the time of your graduation to find out that you are lacking units! Students who have declared their option in Marketing or Logistics are to meet with Dr. Motameni, the Department Chairperson for Marketing & Logistics. In order to make an advising appointment with Dr. Motameni, call the department office at (559) 278-7830.

### **CHANGE IN MARKETING CORE REQUIREMENTS**

Please realize that new Marketing course requirements began for those students graduating under the 2007-2008 catalogue. If you have any questions concerning your catalogue and course changes, please make an appointment with Dr. Motameni at (559) 278-7995.

### **INTERNSHIPS**

Professor Debbie Young states that she has a number of Marketing-related internships just waiting for our students. 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.

### **INTERESTED IN THE NONPROFIT SECTOR?**

CSUF has a Community Service Scholarship Program that provides students with a \$1200.00 stipend (that's a cash payment!) for completing an internship with a community service organization. These are available to a variety of business majors, but many of the positions are in the area of marketing. These internships are a great way to get your feet wet in the marketing industry. The internships are also a great way to give something back to the community and beef up your resume. Over the past 5 years we have had close to 100 business students complete one of these internships. For further information contact Aleta Wolfe, in Career Services at (559) 278-5050.

### **SERVICE-LEARNING IN MARKETING**

Students enrolled in Marketing 100S this semester are experiencing involvement in a service-learning activity. For those of you not involved, this requires each student to

complete a minimum of 15 hours of service for a local nonprofit corporation, and in the process, learn more about how the principles of marketing may be applied to this sector.

The idea is to serve – while you learn – hence, service-learning. The project also gives all of us a better idea how we can provide assistance to these organizations. They ALL need marketing help and we appreciate the efforts that our students have put forth to make this aspect of Marketing 100S successful! We also appreciate ALL the help that Professor Canton, the Service-Learning coordinator, provides to students and faculty alike!

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!

### **MARKETING 100S, SUMMER 2008 IN PARIS, FRANCE**

Marketing 100s will be offered during the Summer of 2008 on location in Paris, France. The course is taught in English at the Universite de Vinci in the professional La Defense area of Paris. For further information, contact the CSB International Office in PB 189 or call the office at (559) 278-4653. You may also receive information by contacting Dr. Motameni at (559) 278-7830.

### **FACULTY IN THE SPOTLIGHT**

Beginning this month, we will offer a new feature in “*The Marketing Minute*” in which we highlight a Marketing Department faculty so that students may become more familiar with each of our faculty members!

This month we are featuring Professor Alan C. Canton. Professor Canton was born and raised in Northern New Jersey and early in his career he served in the Public Information Office for the US Air Force. He earned his BS degree at CSU, Chico and his MBA from UCLA.

Professor Canton's professional experience includes a 26-year association with the Clorox Corporation as a Brand Assistant, followed by 10 years as the VP of International Marketing for Sun-Maid Raisins. He is currently in his eighth year as CSU, Fresno, teaching undergraduate and graduate level courses. In his spare time, he does independent consulting.

On a personal note, Professor Canton is married, with 4 children ranging from 18 to 34 years of age. His hobbies include reading, golf, fishing and woodworking.

### **WORDS OF WISDOM...**

*“Dwelling on the negative simply contributes to its power” --- Shirley MacLaine*

*“Service to others is the rent you pay for your room here on earth” --- Muhammad Ali*