

THE MARKETING MINUTE – MARCH 2012

MARKETING IS EVERYBODY'S BUSINESS!

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.

THE CSB OFFICE OF INTERNSHIPS AND STUDENT EXPERIENCE

Career Expo sponsored by Career Services

March 20 and 21

Satellite Student Union from 11:30 a.m. to 3 p.m.

Dress Professionally

Bring lots of resumes

List of employers can be found at www.csufresno.edu/careers. Click on "Expo 2012"

Webinar Wednesdays

Each **Wed.** the Office of Internships and Student Experience is showing webinars related to job searching/career development

12:00 noon to 1 p.m. in PB 181

Upcoming webinars include:

Wed. **March 21**: Make your Contacts Count

Wed. **April 4**: The Once and Future Career

Wed. **April 11**: Preparing for the Real World: It's not so scary

Wed. [April 18](#): Sink or Swim

Wed. [April 25](#): Jobs that Matter: Secrets of the Government and Nonprofit Job Search

Wed. [May 2](#): Why Should We Hire?

Wed. [May 9](#): 7 Things Your First Boss Wants You to Know on Day 1

Each webinar is taught by national speakers in career development

Free refreshments each week!

Please RSVP to Synergy under "Career Events"

SYNERGY for CSB Students and Pre-Business Students

Not on Synergy??? You should be . . . The CSB source for internships, full-time and part-time job and mentorships!

All CSB students and pre-business students are welcome to join Synergy

Go to: <https://www.myinterfase.com/csfresno-csb/student>

Log in for the first time using your Fresno State email as your username

Password: fall2010

Next update your student profile, upload your resume and an unofficial transcript (if applying for an internship)

Wait for approval from the Internship Office. When approved you can begin your search.

Questions about Synergy? Stop by PB 181.

CSB Meet the Professionals

[Wednesday, May 2](#)

5:00 p.m. to 7:00 p.m.

Smittcamp Alumni House

Network with employers for jobs, internships and career/industry advice and information

RSVP on Synergy under "Career Events"

For more information stop by PB 181

FACULTY AND STUDENT ACCOMPLISHMENTS

Congratulations to Dr. Beng Ong for his recent journal publication in the Journal of Hospitality Marketing and Management, entitled "The Perceived Influence of User-Reviews in the Hospitality Industry." The article is available online (DOI: 10.1080/19368623.2012.626743).

Here is a preliminary list of world records this semester for Dr. Bill Rice's Marketing 188 Projects:

<u>Event</u>	<u>Date/Time/Venue</u>	<u>Contact</u>
The Most People Dying Eggs (<i>Current record: 317</i>)	04/01 or 04/08 (Easter)	Erika Cadena Erikachain24@yahoo.com 661.310.8208

Largest group to dance the Cha Cha Slide (Current record: _____)	Sunday, 04/21	Johnna Byrd jbyrd@mail.fresnostate.edu
World's Largest Fruit Smoothie (Current record: _____)	Friday, 04/13 10 a.m. – about 3 p.m. Grizzlies Stadium	Susana Villagomez 559.474.6335 susana_villagomez@yahoo.c
UnWINEd Central California (Most wine bottles uncorked at one time) (Current record: _____)	Friday, 05/04 Evening? Appellation: California	Hilary Wycoff hwkoff2004@mail.fresnostate.edu

WORDS OF WISDOM

“Marketing takes a day to learn. Unfortunately it takes a lifetime to master.”

Phil Kotler