

## **THE MARKETING MINUTE – MAY 2010**

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

The semester is almost over! 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 – SUMMER 2010**

The Department of Marketing and Logistics office hours for the Summer 2010 (May 24 – August 13) are as follows:

7:00 a.m. to 3:30 p.m. (12:00 – 12:30 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. Reza Motameni at [motameni@csufresno.edu](mailto:motameni@csufresno.edu).

## **MARKETING COURSES – SUMMER 2010 SEMESTER**

The following is a list of courses the Department of Marketing and Logistics will offer for the Summer 2010 semester. Further information is also available from the department office in PB 388.

<b>Course</b>	<b>Days and Times</b>	<b>Room</b>	<b>Instructor</b>	<b>Meeting Dates</b>
MKTG 100S Marketing Concepts	MoTuWeThFr 12:00 – 1:50 PM	PB013	Geringer	6/14/10-7/23/10
MKTG 110 Buyer Behavior	MoTuWeThFr 4:00 – 5:50 PM	PB013	Rice	6/14/10-7/23/10
MKTG 132 Promotional Practices and Principles	MoTuWeThFr 12:00 – 1:50 PM	PB132	Ong	6/14/10-7/23/10

## **SERVICE LEARNING IN MARKETING 100S**

Many of you are enrolled in a Marketing 100S class this semester and are experiencing involvement with the nonprofit community through your Service Learning activities. Each student is completing a minimum of 15 hours of service for a local nonprofit organization and, in the process, learning more about how the principles of marketing call be applied in this sector.

The idea is to “serve” while you “learn” – hence, service-learning. Also, this project gives all of us a better idea of 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! Thanks again, students, faculty and nonprofit organizations, for all your cooperation and hard work!

### **THE CRAIG HONORS PROGRAM**

If you wish to enhance your experiences in the CSB, you may consider applying for the CSB Honors Program. To find out more information, contact Dr. Rudy Sanchez ([rjsanchez@csufresno.edu](mailto:rjsanchez@csufresno.edu)). You may also receive information concerning the Honors Program qualifications, application materials, etc. from the Honors Program link under “Student Information” at the CSB homepage ([www.craig.csufresno.edu](http://www.craig.csufresno.edu)).

### **INTERNSHIPS**

Many Summer 2010 internships have been posted, with new ones being posted daily. Be sure to check the CSB Internship site on the CSB website if you are interested in completing an internship for your Marketing elective. You may also make an appointment with Professor Debbie Young in the CSB Internship Office at PB 182 by calling (559) 278-4985. You must have the following completed before applying for an internship:

- 1) completed on-line application at [www.craig.csufresno.edu/internships](http://www.craig.csufresno.edu/internships)
- 2) faculty reference form completed
- 3) your resume reviewed

### **ROTARY FOUNDATION AMBASSADORIAL SCHOLARSHIP (2011-2012)**

The Rotary Club of Fresno invites applications for the 2011-2012 Rotary Foundation Ambassadorial Scholarship Awards. The application forms are now available for Fresno State students with a desire to study abroad for a full academic year. These study abroad scholarships provide up to \$24,000 to cover all regular expenses, such as tuition, travel, room, board, insurance, etc. However, study sites are limited and some only permit 3-6 months for cultural and language study. While abroad, scholars serve as goodwill ambassadors to the host country and give presentations about their homelands to Rotary clubs and other groups. Upon returning home, scholars share with Rotarians and others the experiences that led to a greater understanding of their host country. Applicants must have completed at least two years of university course work by the time they go abroad and must be citizens of a country in which there is a Rotary Club. Initial applications must be made through the Fresno Rotary Club. Eligible candidates can apply on-line at the following website: <http://www.rotary.org/en/StudentsAndYouth/EducationalPrograms/AmbassadorialScholarships/Pages/Howtoapply.aspx>. Applications must be submitted by June 1, 2010 for consideration. For assistance with the application process, students can contact the Study Abroad and International Exchanges Office, Room 111, Family and Food Sciences.

## **46<sup>th</sup> ANNUAL CSB AWARDS DINNER**

Every year outstanding graduates from CSB are recognized at our annual dinner. Student awards are sponsored by supporters of the Craig School and are available in many fields, academic levels and special life circumstances. The dinner is scheduled for the end of the semester at Pardini's Banquet Hall (2257 W. Shaw Ave.) on May 13, 2010 from 6-8 pm.

## **23<sup>rd</sup> ANNUAL CSB CONVOCATION CEREMONIES**

Congratulations to those of you who will be graduating this semester! Convocation ceremonies will take place on Friday, May 21, 2010 at 4 p.m. Just a few quick answers to FAQ:

- 1) How many guests can I invite? We can seat up to 12,000 people for our ceremony, so the more the merrier! We do not have a limit on the number of guests a graduate can bring!
- 2) How long will the Ceremony last? The ceremony will last anywhere from 1½ hours to 2 hours depending on how many participants we have.
- 3) Will my name be called? YES - this is the whole reason for the ceremony! Every graduate who participates will have a photo taken with the Dean, walk across the stage and shake hands with faculty from the department.
- 4) What time does the graduate need to arrive? Please arrive between 2:45 and 3:00 pm. We will have a mandatory practice before the ceremony begins at 4 p.m.
- 5) How will my parents, friends or relatives find me? We do not enforce assigned seating for the graduates during the ceremony except for sitting with your department. When we enter the arena we walk in 2x2. As we proceed down the main isle we split to sit down. You can prearrange a side to sit with your guests, so just make sure you walk in on the correct side. If you want to sit with your friends, make sure they walk behind or in front of you, not side by side! While this is really a lot to remember, we usually have it worked out during practice.
- 6) Where do I pick up my honor cords? Honor cords for Latin honors (Summa, Magna and Cum Laude) will be available for pick up in the Dean's Office after Spring Break. We will have a list available for those who are eligible to receive the cords.

## **FACULTY AND STUDENT ACCOMPLISHMENTS**

Often students are unaware of the interests and other accomplishments of their faculty or peers. Here is a recent list of some of the major accomplishments of your faculty and peers:

- Professor Deborah A. Young, Director of Internships and Applied Experiences at the Craig School of Business, has received the Haak Award for Educational Excellence from the Fresno Compact. Since 2000, she has helped over 250 students a year

obtain internships and gain valuable work experience. The award recognizes someone among the Compact's educational partners who has developed business partnerships over time. This prestigious award comes less than one year after the Craig School of Business Internship Program was named 2009 Program of the Year by the National Society of Experiential Education.

- Professor Dennis Schneider had his Marketing 100S class participate in the Target Scholarship program this semester. Target provided \$4,000 for the winning team. The following four students will each receive a \$1,000 scholarship for the Fall 2010 semester:
  - Pheng Vang
  - Megan Farnsworth
  - Kyle Werft
  - Henry Yeung

This group was one of eleven teams that prepared for this competition. The Challenge: How can Target effectively promote WELLNESS throughout their stores? The initial screening of the oral team presentations was done by Professor Schneider and Professor Lydia Anderson, who also teaches a section of Marketing 100S. Three Target executives (2 Store Managers and a District Supervisor) evaluated the top four teams and selected the winning team on April 29<sup>th</sup> in the University Business Center. This marks the second semester that Target has sponsored this student activity. The previous scholarships totaled \$3,000.

### **STUDENT IN THE SPOTLIGHT**

This month's featured student is Lance Christensen. He was born and raised in Fresno and ever since he can remember he has been interested in marketing. Lance credits his dad and older brothers for that interest, as all of them have been involved in the marketing field for a while now. He arrived on Fresno State's campus four years ago with the idea of enjoying college to its fullest. While at Fresno State he has been on the Ultimate Frisbee Team, a member of the Snowboard Club, and founder of the Wakeboard Club. Additionally, he had the opportunity to work for Red Bull, which has been one of the greatest experiences of his college career. Lance learned so much from that company and their unique marketing endeavors. A year and a half ago he was accepted into the Craig School of Business Honors Program. There, he worked with Dr. Andy Stratemeyer developing his thesis, where he tested the effectiveness of non-traditional media as compared to traditional media. After graduation he plans on getting a job with an advertising firm. From there the sky's the limit!

### **WORDS OF WISDOM**

“Technology will kill us or cure us, hopefully the latter.”

- Anonymous

“Brevity is the soul of wit.”

- *Hamlet*, William Shakespeare