

THE MARKETING MINUTE – MAY 2011

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 2011

The Department of Marketing and Logistics office hours for the Summer 2011 (May 23 – August 12) 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.

MARKETING COURSES – SUMMER 2011 SEMESTER

The following course will be offered for the Summer 2011 semester in the Department of Marketing and Logistics. Further information is also available from the department office in PB 388.

Course	Days and Times	Room	Instructor	Meeting Dates
MKTG 100S Marketing Concepts	MoTuWeThFr 12:00 – 1:50 PM	PB013	Geringer	6/14/10-7/23/10

SERVICE LEARNING IN MARKETING 100S

The Service-Learning Subcommittee of the Academic Senate is charged with revisiting all "S" designated courses once every five years. The purpose of this review is to verify consistency of service-learning courses with regard to current university guidelines. Congratulations to Professor Alan Canton for a superb job he has done to up-date and revise all service-learning requirements and the service-learning web site. The Service-Learning Subcommittee has reviewed the materials submitted by Professor Canton for MKTG-100S. The course has been approved for "S" designation for another five years. More importantly, the materials he

submitted have met all “S” requirements and were classified as “the best practices in service-learning” at the university level.

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) or Dr. Jill Bradley (jbradley@csufresno.edu). You may also receive information concerning the Honors Program qualifications, application materials, etc. from the Honors Program link (www.craig.csufresno.edu/Student_Info/Honors09/index.html).

INTERNSHIPS

Many new Summer 2011 internships have been posted, with new ones being posted daily. Be sure to check the CSB Internship site on the CSB website (www.craig.csufresno.edu/internships.aspx) 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
- 2) faculty reference form completed
- 3) your resume reviewed

24th ANNUAL CSB CONVOCATION CEREMONIES

Congratulations to those of you who will be graduating this semester! Convocation ceremonies will take place on Friday, May 20, 2011 at 9 a.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 7:45 and 8:00 a.m. We will have a mandatory practice before the ceremony begins at 9 a.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 ACCOMPLISHMENTS

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

- Professor Alan Canton received the 2011 Craig School of Business Faculty Award for Service at California State University, Fresno for a distinctive record of service.

WORDS OF WISDOM

“I notice increasing reluctance on the part of marketing executives to use judgment; they are coming to rely too much on research, and they use it as a drunkard uses a lamp post for support, rather than for illumination.”

- David Ogilvy