

THE MARKETING MINUTE – NOVEMBER 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 – FALL 2011

The Department of Marketing and Logistics office hours for the Fall 2011 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.

MARKETING COURSES – SPRING 2012 SEMESTER

The following is a list of courses the Department of Marketing and Logistics will offer for the Spring 2012 semester. Please check the Schedule of Courses to determine the dates, times and locations of the classes. Further information is also available from the department office in PB 388.

Marketing 100S Marketing Concepts
Marketing 101 Marketing Information Systems
Marketing 103 Personal Communication Tools in Marketing
Marketing 110 Buyer Behavior
Marketing 114 Principles of Logistics and Supply Chain Strategies
Marketing 115 Global Channels Technologies
Marketing 126 Purchasing and Materials Management
Marketing 132 Promotion Practices and Principles
Marketing 140 Export and Global Marketing
Marketing 150 Sports Marketing
Marketing 188 Strategic Planning in Marketing
Marketing 190 Independent Study
Marketing 195 Marketing Internship

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

Target Scholarship Grant Program:

Professor Schneider's MKTG 100S class once again participated in Target's Scholarship Grant Program. Target has given a \$4,000 check to be used as tuition credit next semester. Working in teams of 4, the students' task was to suggest activities that could be used to incorporate "Wellness" throughout the store.

The First Place team included:

Eric Fairless -- Anthony Jackson
Christine Glymph -- Sidney Finden

The Second Place team included:

Brad Nielsen -- Amy Lau
Amanda Key -- Tamar Karkazian

The Third Place team included:

Darren Patisaul -- Amir Jennity
Cesar Gomez -- Alex Lutz

The Fourth Place team included:

Tory Ray -- Greg Chavez
Andrew Thompson -- Claude Lausten

The Judging Panel consisted of Five Local Target Executives. Twelve teams of 4 participated. Congratulations once again the Professor Schneider and his MKTG 100S class!

Blood Drive Results:

The November blood drive continues to prove the generosity of the Fresno State community! According to Lynn Stone of the Central California Blood Center, the drive had "really, really good results." The Blood Center reported that 764 people registered to donate blood and 611 pints of life-saving blood were collected. Of those donating, there were 187 first time donors! This generosity has the potential to help 1,833 patients!

Please thank Dr. Reza Motameni and the Marketing 100S students who helped promote the November campus drive. For several years, Marketing 100S students from Dr. Motameni's class have helped to spur large donor turnout during the November and April drives. Many thanks and congratulations to all!

In addition to donating at the drive students showed their generosity by volunteering to market and offer logistical help. Approximately 30 students from the Marketing 100S class completed a service-learning component by marketing the 3-day the drive; and an additional 60 students volunteered 181 hours with logistical help at the 3-day drive.

The next blood drive will be held *Tuesday, Wednesday, and Thursday, February 14, 15 & 16.*

Guinness World Record Fruit Salad:

On Thursday, Nov. 3, 2011, students in Dr. William Rice’s strategic marketing class put a 2,500-gallon plastic water tank full of fruit salad on the scale at P-R Farms in Clovis and it weighed 10,440 pounds. Guinness officials were on hand to certify the Fresno State team’s achievement.

The students teamed up with local fruit packing companies that donated apples, Asian pears, nectarines, peaches and plums. For it to be a record, Guinness requires that there be at least five fruits and that they be equally represented in the total.

Congratulations once again to Dr. Rice and his class for breaking another world record! For more information, please visit <http://www.fresnostatenews.com/2011/11/fresno-state-marketing-students-lay-claim-world-record-fruit-salad/>

WORDS OF WISDOM

“A market is never saturated with a good product, but it is very quickly saturated with a bad one.”

- Henry Ford