

THE MARKETING MINUTE – NOVEMBER 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 – FALL 2012

The Department of Marketing and Logistics office hours for the Fall 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

IMPORTANT!!!

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, for advising. 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 advising please feel free to email Dr. Motameni at motameni@csufresno.edu. 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.

STUDENT CHAPTER OF THE AMA

We are initiating our first student chapter of the American Marketing Association (AMA) here at Fresno State University! The AMA provides many different opportunities for students to learn and enhance their future marketing careers! You can visit the following website (<http://www.marketingpower.com/Community/collegiate/Pages/default.aspx?source=footer>) to learn more about all the opportunities available for membership. To highlight just a few of the exciting opportunities available to you, check out the following benefits:

AMA Member Benefits: The AMA connects you to marketers across all specialties to collaborate, network, gain practical experience, and empower your marketing career. You'll get industry knowledge and insights along with everyday resources that will help you in the classroom and beyond!

Events: There are several collegiate conferences throughout the year to provide the necessary marketing tools and help to start your career as a young marketing professional by providing important networking opportunities.

Collegiate Awards and Competitions: You can take part in several competitions to help further your career! A few examples include the Northwestern Mutual Sales Competition, the SABRE Business Simulation, and the Donate Life America Case Competition.

Career Resources: Students will be given the resources (webcasts, podcasts, articles, white papers, etc.) that are critical to learning the skills needed to make a successful transition from college life to a successful marketing career!

Alpha Mu Alpha: The AMA has established a national marketing honorary for qualified students. To be eligible for this prestigious distinction within AMA, all senior undergraduate students holding a minimum overall GPA of 3.25 qualify.

Be part of the first American Marketing Association at Fresno State University! The kickoff meeting is scheduled for December 13th @ 10 AM in Peters Business 286. In addition, you can find additional information on our Facebook page (www.facebook.com/fsamacc).

SOCIAL MEDIA

Check out the Department of Marketing and Logistics on Facebook! For more information, please visit the following site:

<http://www.facebook.com/FresnoStateMarketing>

ONLINE MBA

The Craig School of Business at California State University, Fresno is now offering an Online MBA program! For more information, please visit the following site:

<http://www.craig.csufresno.edu/mba/brochure/>

WORDS OF WISDOM

"Success is the sum of small efforts, repeated day in and day out."

- Robert Collier