

## **THE MARKETING MINUTE – OCTOBER 2011**

### *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 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](mailto:motameni@csufresno.edu).

## **CSB OFFICE OF INTERNSHIPS & APPLIED EXPERIENCES**

**CSB Mentorship Program.** Did you know the Office of Internships and Student Experiences at the Craig School offers a one unit mentorship program for all students within the Craig School? Students are able to meet with business professionals in our local business community to learn more about careers in various industries, have their resumes reviewed, practice mock interviews and shadow a business professional. Students meet with their chosen mentor for 8 hours during the semester and receive 1 unit of academic credit for the experience. If you would like to know more about the program email: [debbiey@csufresno.edu](mailto:debbiey@csufresno.edu).

**Internships for Spring 2012.** Did you know employers value relevant work experience along with a college degree in *today's* competitive job market? In fall 2011 the CSB Office of Internships and Applied Experiences had more marketing internship openings than marketing students who applied. Consider doing a marketing internship in spring 2012. Internships count as a 3 unit upper division elective in your option and give you the relevant work experience needed. Interns work 150 hours with a local company or organization under the guidance of an internship work site supervisor who is an expert in some aspect of marketing. Students work anywhere from 10-15 hours per week on a marketing related project or day to day activities. For more information or to learn how to apply for spring 2012 internships please stop by PB 181 for

more details. Open walk-in office hours are 12 noon to 4 p.m. M & W and 9 a.m. to 12 noon and 1 p.m. to 4 p.m. on T & TH.

## **2012 SUMMER STUDY ABROAD PROGRAM**

It is so exciting to announce to you that 2012 Summer Study Abroad Programs are available for registration! The application deadline is March 5, 2012. We will offer THREE Undergraduate Core Business Courses in Summer 2012. The THREE undergraduate courses will be offered jointly with Hong Kong Baptist University in Hong Kong.

### **Courses:**

FIN 120 – Principles of Finance (4 units)

MGT 124 – Production/Operations Management (4 units)

MGT 187 – Strategic Management (3 units)

### **Class Schedules:**

Four weeks in Fresno: May 28 – June 22, 2012

Two weeks in Hong Kong: June 23 – July 7, 2012

### **Costs:**

One course: \$2,700

Two courses: \$3,600

*Includes: Course Fee, Program Fee, Travel Health Insurance, Housing in Hong Kong, Corporate and Cultural Visits*

*Not included: Airfare, Meals, and Textbooks*

### **Special Discounts for CSB students:**

**One course: \$300 discount**

**Two courses: \$500 discount**

*Note: Even though MGT124 is pre-requisite for MGT 187, you can take both courses concurrently.*

### **University Scholarships May Be Available!**

How Do I Apply?

-Please visit our website at <http://www.craig.csufresno.edu/ibp/>.

-For more information, please contact, Crystal Cui at [lcui@csufresno.edu](mailto:lcui@csufresno.edu) or Tatyana Ryabova at [tryabova@csufresno.edu](mailto:tryabova@csufresno.edu). You can also reach us at (559) 278-4723 or (559) 278-4653, or stop by our office at PB 189.

## **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!

## **WINTER INTERSESSION**

Winter Intersession (December 27 – January 10) offers an ideal opportunity for students to get back on track or accelerate their academic programs. Students can earn up to four units during Winter Intersession.

More than 25 courses will be offered during Winter Intersession, including some online courses. Students may view the class schedule online at [www.csufresno.edu/cge/intersession](http://www.csufresno.edu/cge/intersession).

Registration runs from **October 31** to **December 1**. Full details on the registration process and fees are available at [www.csufresno.edu/cge/intersession](http://www.csufresno.edu/cge/intersession), or by calling the Division of Continuing and Global Education at (559) 278.0333.

## **THE MADDY SCHOLAR INTERN PROGRAM**

Intern for a U.S. Senator, Member of Congress, State Senator, or Assembly Member.

Build your resume. Get professional experience.

Qualify for a scholarship of \$1,250 to \$6,000.

*Applications are available online.*

*For more information, visit [www.maddyinstitute.org](http://www.maddyinstitute.org) or contact Ian Wieland at [iwieland@csufresno.edu](mailto:iwieland@csufresno.edu).*

**Application Deadline: November 18, 2011**

*Thomas Administration Building, Room 126*

*[\(559\) 278-1133](tel:(559)278-1133) • Fax: [\(559\) 278-1167](tel:(559)278-1167)*

## **WORDS OF WISDOM**

"The best way to predict the future is to create it."

- Peter F. Drucker