

## **THE MARKETING MINUTE – SEPTEMBER 2011**

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

Welcome back to school for the Fall 2011 semester! 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).

## **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 Promotional 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

## **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 can 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)) or Dr. Jill Bradley ([jbradley@csufresno.edu](mailto: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](http://www.craig.csufresno.edu/Student_Info/Honors09/index.html)).

## **CSB INTERNSHIP & MENTORSHIP PROGRAM**

Did you know many marketing internships go unfilled every semester? The most requested intern in the Craig School of Business is marketing! To apply and place for a Spring 2012 internship go to our new CSB Synergy System at: [www.myinterfase.com/csufresno-csb/student](http://www.myinterfase.com/csufresno-csb/student). You will be asked to fill out a student profile, upload a current resume and an unofficial transcript (min. 2.5 GPA required). You will also be asked to have a faculty member fill out a reference form for you. Stop by PB 181 to pick up the form. All internships are for 3 units of credit and can be counted as an upper division elective towards your marketing option. The internship requires 150 hours of time at each work site as well as a few academic requirements. Stop by PB 181 for more information on the program. Start the process early to assure an internship by spring!

The CSB Internship Office is also offering a 1 unit mentorship in marketing. The program gives you the opportunity to spend 8 hours with a marketing professional in the community (many are CSB alums from marketing). Mentors can review your resume, provide mock interviews, give you career advice, or let you shadow a marketing position within an organization. For more information on the program please email the CSB Internship and Student Experience Director, Debbie Young at [debbiey@csufresno.edu](mailto:debbiey@csufresno.edu).

## **NEW YORK LIFE NATIONAL SALES CAREERS DAY**

Are you searching for a rewarding career that can endure in any economy? As an agent for New York Life Insurance Company, you'll receive the training, support and resources you'll need to

succeed. What's more, you'll help families achieve financial security in both good times and bad.

Please join us for National Sales Careers Day on Tuesday, Sept. 27, 2011.

6:00 p.m.-7:30 p.m.  
New York Life Insurance Company  
7112 N. Fresno Street  
2nd Floor  
Fresno, CA 93720

RSVP:  
Jim Lusk  
Managing Partner  
(559) 447-3913  
flusk@ft.newyorklife.com

### **WRITING SUPPORT FOR STUDENTS**

There are currently three sources of writing support for students: (1) Writing Center; (2) Learning Center; and (3) the Library. Many students are not aware of the differences between these three resources. The following link explains the different levels of writing support students can expect from the different centers or locations, as well as gives the locations and tells them what to bring with them:

[https://zimbra.csufresno.edu/service/home/~//Student%20Writing%20Resources%20on%20Campus.doc?auth=co&loc=en\\_US&id=19400&part=2](https://zimbra.csufresno.edu/service/home/~//Student%20Writing%20Resources%20on%20Campus.doc?auth=co&loc=en_US&id=19400&part=2)

### **FACULTY 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 Dennis Schneider will once again have his Marketing 100S class this semester participate in Target's Scholarship Grant/Tuition Credit Program. The total grant is \$4,000 to be divided between the students who best present oral and written merchandising recommendations to Target executives. This semester's \$4,000 brings the total scholarship to \$16,000 over the past two years.

### **WORDS OF WISDOM**

"The aim of marketing is to know and understand the customer so well the product or service fits him and sells itself."

- Peter F. Drucker