

MARKETING MINUTE – SEPTEMBER 2008

MARKETING IS EVERYBODY'S BUSINESS

Hope all of you are surviving through midterms and assignments. Finals are right around the corner, so study diligently!

MARKETING ADVISING

Don't wait until the time of your graduation to find out that you are lacking units! Once students have declared their option in Marketing, Logistics or Sports Marketing are to meet with Dr. Motameni, the Department Chairperson for Marketing & Logistics. In order to make an advising appointment with Dr. Motameni, call the department office at (559) 278-7830.

JOB AND INTERNSHIP FAIR

Save the date! Tuesday, October 21st is the Craig School of Business Job and Internship Fair. It will be held in the Satellite Student Union from 11 a.m. to 3 p.m. Professional dress is suggested; don't forget to take your resumes.

THE CRAIG HONORS PROGRAM

If you plan to graduate either in Spring, Summer or Fall of 2010 and 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). You may also receive information concerning the Honors Programs qualifications, application materials, etc. from the Honors Program link under "Student Information" at the CSB homepage (www.crag.csufresno.edu).

MARKETING 100S IN HONG KONG

This summer Marketing 100S will be offered for the first time in China. Accounting 4B, BA 105W and Finance 120 will also be offered. For further information, contact the office of International Business Programs in the Craig School of Business at (559) 278-4653 or 4723. The application deadline is March 2, 2009.

SPRING MARKETING COURSES

During the Spring 2009 semester the Marketing & Logistics Department will be offering the following courses. Please check the Schedule of Courses to determine the dates, times and locations of the classes.

Marketing 100S (Marketing Concepts), Marketing 101 (Marketing Information Systems), Marketing 103 (Personal Communications Tools in Marketing), Marketing 110 (Buyer Behavior), Marketing 114 (Logistics and Supply Chain Management), Marketing

115 (Global Channels Technologies), Marketing 132 (Promotional Practice and Principles), Marketing 140 (Export and Global Marketing), Marketing 144 (Services Marketing), Marketing 150 (Sports Marketing), Marketing 188 (Strategic Planning in Marketing), Marketing 190 (Independent Study), and Marketing 195 (Marketing Internship).

OPEN CHAT FORUMS OFFERED AT CSB THIS FALL

November's Hot Careers in Business topic presented by the CSB Internship Office is Finding a Job in a Tough Economy. It will be held on Wednesday, November 5th from noon to 1:00 p.m. In order to attend you must make a reservation through the Internship Office. Either drop by or call (559) 278-4985.

STUDENT, ALUMNI AND FACULTY IN THE SPOTLIGHT

The CSB Department of Marketing & Logistics has many students, alumni and faculty of whom we are very proud. Each month we feature one individual in each category:

STUDENT IN THE SPOTLIGHT

As a Graduating senior this semester Troy Sherry says that he looks back on my years at Fresno State and can't help but smile with all of the blessings he has received. Troy will be graduating with above a 3.0 and be part of the first class to receive my degree in Sports Marketing. Although he comes from San Diego, he has fully embraced the Fresno Community by being a member in two fraternities, Pi Sigma Epsilon and Sigma Nu. Troy states that he has also been fortunate enough to Intern with the Fresno Grizzlies, where he took charge of learning not only marketing, but mascot relations and group ticket sales. This hunger for knowledge earned me employee of the month of June with the Grizzlies. He had the opportunity to also work with the Phillie Phanatic this summer.

As for travels Troy was part of the 15 students who went to rebuild homes in Slidell, Louisiana after Hurricane Katrina hit in 2006 and has also studied abroad in Bilbao, Spain in the summer of 2007 where he completed an international marketing course. Troy says that as he finishes his last months in Fresno he hopes to have a full time job by the time he graduates in December working in Professional Sports. If you don't know Troy, make sure to introduce yourself. He is a wonderful young man and a pleasure to have as a student.

ALUMNI IN THE SPOTLIGHT

Ersilia (Russo) Lacaze states, "A first generation immigrant from Naples, Italy I moved to the USA at the age of 14. I enrolled in CSUF without a clear idea of what I'd be doing there. Soon enough a major option would be a no brainer: A business education would grant the most flexibility in the work force. I fell in love with Marketing early on and graduated with a Business Administration (Marketing Option) degree and a Minor in Fine Arts in May of 05".

Although Ersilia's first job out of college was in the print industry, she quickly found her 'niche' to be in health care marketing. She served as a Marketing Coordinator for the only IPA in the central valley for just about 2 years. Today, almost four years after graduation, she represent the largest-most innovative & compassionate oncology practice in Fresno: Cancer Care Associates.

On a day to day basis she represents CCA in the community & within their patient population. Supporting organizations such as Susan G. Komen, the Leukemia and Lymphoma Society and The American Cancer Society is part of the job, and Ersilia says that she can't believe she gets paid for it. A portion of her job is working for 9 medical oncologists who believe in the importance of community relations and exposure to the public. In addition, she manages all referring physician relations (or the business development in my title).

Because Ersilia is a true believer in what we do at CCA, she says that 'selling it' is not only second nature, but a passion and a personal cause. At this point the idea of continuing education thrills me and I look forward to a future of constantly pushing the envelope and striving for all things 'innovative'... after all I am a marketer. Couldn't be better stated.

FACULTY IN THE SPOTLIGHT

Dr. Beng Ong joined CSUF in 1990. He holds a Ph.D. in Business (Marketing) from University of Arkansas. Dr. Ong has taught a number of undergraduate and graduate marketing classes, including some totally online and hybrid (online and face-to-face combination) courses. He has managed dozens of marketing and MBA Team Consulting projects as well as internships for organizations and small businesses, including Herwaldt Motors, Ford Motor Company, Citi Cards, GM Chevrolet, AmeriPride, Pelco, and Direct Marketing Educational Foundation.

Beng Ong has over 10 years of consulting experience. He served as Senior Market Research Manager at InsightExpress (a Silicon Valley online research startup) for approximately 18 months, and prior to that, served as Director of Arkansas Household Research Panel. Dr. Ong has conducted research for a number of corporations, government agencies, advertising firms, and syndicated research suppliers. Some of the projects included local and regional polling, focus groups, surveys, and analyses on social, political, regulatory, and economic issues. Beng Ong has also had visiting engagements at Saatchi & Saatchi Advertising (Los Angeles) and Microsoft Indonesia.

Dr. Ong also enjoys academic research. He has published over two dozens articles; several of which were co-authored with his undergraduate and graduate

students. Beng Ong plays an active role in the local community and serves on a number of committees including the University Patents Board.

WORDS OF WISDOM...

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

--Henry Ford

A lot of companies have chosen to downsize, and maybe that was the right thing for them. We chose a different path. Our belief was that if we kept putting great products in front of customers, they would continue to open their wallets.

-- Steve Jobs

Give a man a fish and he will eat for a day. Teach a man to fish and he will eat for a lifetime. Teach a man to create an artificial shortage of fish and he will eat steak.

-- Jay Leno