

## MMN

The **Marketing Minute Newsletter (MMN)** is distributed to all marketing majors, as well as other majors who are currently enrolled in marketing courses. The information is intended to keep you up to date about scheduling, courses, programs, careers, and other issues of interest to students. Marketing Minute provides important information to help you make better-informed decisions about your education and career development. Students who are registered with Blackboard and those who have declared Marketing as an option receive this newsletter via e-mail too. If you wish to be added to the mailing list, please email Mrs. Belinda Rossette at [brossett@csufresno.edu](mailto:brossett@csufresno.edu).

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## New Marketing Courses for Spring 2017!

Learn more about two important, interesting marketing topics starting next semester – **Pricing (MKTG 164)** and **Branding (MKTG 166)**. Each course is two units. One will be scheduled on Mondays & one on Wednesdays. They'll be held at the same time. You can schedule the two courses as if they were one four-unit course. Or, if you just need two more units, take one of these electives. Professor Barbara Morgan will teach both.



**Pricing (MKTG 164):** It is critically important marketers understand what makes the products and services they develop and manage profitable. You'll learn how different industries like consumer goods, hospitality, financial services, and information technology make money, what factors influence consumer perception of value, how to manage competitive pricing situations, how to price new products, and what marketers should know about various types of costs. The course will provide knowledge to help you partner more effectively

with the accounting and finance professionals you'll work with in your career to create promotional pricing programs, improve product line profitability, and launch new products effectively.



### **Branding (MKTG 166):**

Valuable brands like Google, Amazon, Disney, and Dove are not built overnight. In this course, you'll learn about the key aspects of branding marketers must manage, how brand equity is created and how it is maintained. The course will discuss brand portfolio management as large corporations like Unilever and Landry's maintain extensive brand portfolios. You'll learn about developing and managing brand elements (logos, mascots, slogans) and associations (with charitable organizations, causes or celebrities) to add value to the brand. The course will cover luxury brands, brand revitalization, and how a brand can recover from a public relations crisis.

## FACULTY SERVICE AND RECOGNITION

- Dr. Susan Geringer, Dr. Andy Stratemeyer and Dr. Samer Sarofim are attending the Fall 2017 Conference of the Marketing Management Association (MMA) in Pittsburgh, PA.
  - ◊ MMA is educationally based and the membership consists of Marketing faculty from throughout the United States.
    - ⇒ Dr. Geringer is president of the organization
    - ⇒ Dr. Stratemeyer is on the Board of Directors
- Dr. Andreas Stratemeyer and Dr. Susan Geringer recently published a research paper, "An Investigation of Service Failures, Recovery Efforts and Customer Satisfaction within a Package Group Tour," published in The American Journal of Management.
- Dr. Samer Sarofim presented his research at the American Marketing Association's (AMAs) Summer Educators Conference.
  - ◊ During the AMA conference, Dr. Sarofim was named a fellow for The American Marketing Association – Marketing Entrepreneurship Special Interest Group Global Consortium. This honor was only conveyed to individuals worldwide.



Dr. Geringer



Dr. Stratemeyer



Dr. Sarofim

## FACULTY SPOTLIGHT ~ Dr. McDowell Porter III



Dr. McDowell Porter III is a tenure-track Assistant Professor in the Department of Marketing and Logistics. He earned his Ph.D. from Louisiana State University (LSU), his M.B.A. in Marketing from the University of Southern California and his B.S. in Marketing from Northern Illinois University. During his time at LSU, he earned membership into Beta Gamma Sigma, the international honor society for collegiate schools of business. Dr. Porter's research interests include consumer-to-consumer marketing, persuasion knowledge, and the influence of a source to impact the behavior of another individual or individuals. His work has been published in the *Psychology and Marketing* journal and the *International Journal of Advertising*. He has held marketing, professional selling, entertainment licensing, and financial consulting roles at firms including Avery Dennison, First Data, Warner Music Group, and Discover Card Financial Services.

Dr. Porter's primary teaching areas at the Craig School of Business are Sports Marketing (MKTG 150) and E-Marketing Technologies & Social Media (MKTG 153).

## MARKETING ANNOUNCEMENTS

### SAVE THE DATE: 10/20/2017—Annual Marketing Boot Camp

Learn from Craig School of Business alumni and marketing professionals to prepare for your career! You don't want to miss this opportunity to hear from experts on what it takes to succeed in today's marketing environment. All majors and options are welcome to participate.

Date: Friday, **October 20, 2017**

Time: 9:00am - 12:00pm

Location: Peters Building Auditorium (PB 191)

Contact: Dr. Monique Bell at [mbell@csufresno.edu](mailto:mbell@csufresno.edu).

### MKTG 100S—Service Learning

Thank you all for the service you are providing our community through service learning. This semester, you and other Craig School students, will provide nearly 4,000 hours of service to our local non-profits, an accomplishment you can be proud of!

As you develop your community-based organization's (CBOs) marketing plan for your service learning project, be sure to keep a few notes about what you learned. You'll be able to include writing a marketing plan on your resume and your notes will help you discuss the process in job interviews! As you finalize the plan, be sure it's well written and formatted as you can use it as a sample of your excellent work.

## Photos for 2017 Spring Commencement



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