

MMN

The **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.

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Meet Student Managed Enterprise (SME) Team

In the world of business, nothing is more valuable than experience. Fresno State students in BA 190 now have an opportunity to gain valuable experience by creating a student store from the ground up under the guidance of Professor Haiying Zhang. We have split into smaller departments/teams including product design, marketing, buying, store operations, website/social media, and budgeting. We will be working on projects

weekly both in our chosen departments and all together as a team to create a fully functioning, fleshed out store, something that has never been offered at any CSUs before. The store will contain a website, a mobile store and much more. The tentative opening date for the store is late October, so keep an eye and be sure to support your fellow Bulldogs. For more information, contact Dr. Haiying Zhang at h Zhang@mail.fresnostate.edu.



FACULTY SERVICE AND RECOGNITION

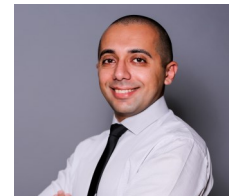
- Dr. Monique Bell, assistant professor of marketing, recently visited the Twitter headquarters in San Francisco to hear real-world insights from Twitter and its clients. The Association of National Advertisers Brand Activation conference included executive presentations on brand activation, described as any campaign, event or experience that enables a brand to engage directly with consumers and build a loyal brand community.
- Dr. Breck A. Harris, Adjunct Faculty Member, contributed a peer-reviewed essay titled "Five Approaches to Implementing End of Course Group Projects" that was published as part of the 2018 book *It Works For Me With High Impact Practices: Shared Tips for Effective Teaching* edited by by Charlie Sweet, Hal Blythe, and Russell Carpenter, Stillwater, OK: New Forums Press Inc.
- Dr. Sarofim presented his retailing and financial decision-making research at the American Marketing Association / American Collegiate Retailing Association Triennial Conference; Toronto, Canada.
- Dr. Sarofim Recognition:
 - ◇ Faculty Fellow, Marketing Management Association, Doctoral Students Teaching Consortium, 2018
 - ◇ Finalist, AxxessCapon Teaching Innovation Competition – Marketing Management Association (MMA), September 2018



Dr. Bell



Dr. Harris



Dr. Sarafim

FACULTY SPOTLIGHT ~ Dr. Haiying Zhang



Professor Haiying Zhang has a diverse professional career background across multiple industries including retail, financial services, marketing and non-profit organizations. She held positions as retail executive, retail buyer and retail store manager with several regional retail chains. Professor Zhang is currently Director of Asian Markets for a national agriculture trade organization and is responsible for directing all public relations, advertising and trade activities in Asia markets.

Professor Zhang received her M.B.A. from Brigham Young University, Provo, UT. Since 2012, she has served as adjunct faculty in the Marketing and Logistics department, Craig School of Business. Starting Fall 2018, she serves as a full-time lecturer teaching Fashion Merchandising, Marketing and Retail Management courses. Ms. Zhang utilizes her industry experiences to connect students with real-world business throughout her teaching and she regularly invites industry experts to speak to her class.

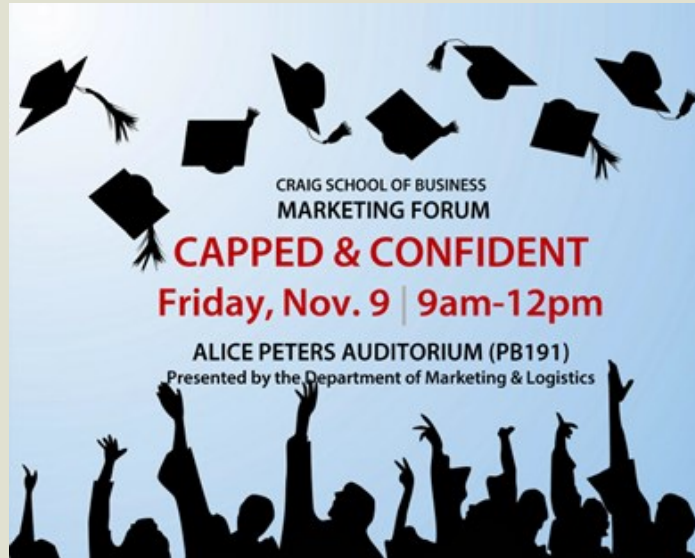
She is the instructor for Student Managed Enterprise (SME), where students learn how to open and operate a real-life retail business selling Craig School of Business branded active wear and accessories to serve CSB students, faculty and staff.

MARKETING ANNOUNCEMENTS

SAVE THE DATE: 11/09/2018—**Annual Marketing Forum**

Graduation is coming soon...what's next for your marketing career? Join marketing alumni to hear about their career path and learn how to be "capped and confident" as you graduate. You don't want to miss this opportunity to hear from experts on what it takes to be prepared for your career and be successful in today's marketing environment. All majors and options are welcome to participate.

Contact:
Dr. Monique Bell
at mbell@csufresno.edu



Marketing Faculty from 2018 Commencement!



MARKETING MINUTE