

## Welcome to Fall 2015!



Welcome to the Fall 2015 semester! In the Fall semester, most students are rested from their summer activities and are excited to start a new semester of learning new things, meeting new friends and gaining new experiences.

Take advantage of the opportunities given to you in the Fall semester. Join a club, meet with your advisor, find an internship, most importantly, get involved! Experiences in college will not only help you as you transition into your career, but may help you find your career job!

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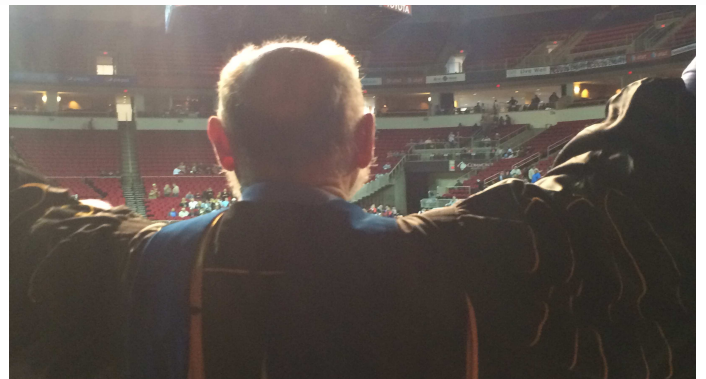
# MARKETING MINUTE

## 2015 SPRING COMMENCEMENT



This year's commencement services included the announcement of retirement for Dr. Bill Rice who was given a loud roar of appreciation from his students during the commencement ceremonies.

Congratulations to all those who graduated! May you go forth with knowledge, insight and the ability to make a positive difference in the world and most importantly—live, laugh and love!



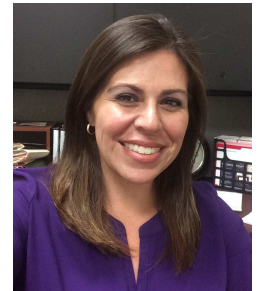
## FACULTY ANNOUNCEMENTS

In May, Dr. Monique Bell, was awarded the Provost's Promising New Faculty award!! This is such a prestigious award and we are absolutely delighted for her and so very proud to have you as a member of the marketing department.



Dr. Susan Geringer has been awarded the 2014-2015 CSB Dean's Award for Excellence in Research. Congratulations Dr. Geringer!

Welcome Professor Christina Roybal to the Department of Marketing & Logistics. Professor Roybal is currently the Assistant Athletics Director for Administrative Operations at Fresno State. She received her undergraduate from Saint Mary's College of California in Health, Physical Education & Recreation, Sports Management. Professor Roybal also has two graduate degrees from California State University, Fresno. In Fall 2015, Professor Roybal will be sharing her expertise by teaching MKT 150 (Sports Marketing).



## FACULTY SPOTLIGHT ~ W. KEITH STORY



Keith Story is from Memphis, Tennessee and will be joining us from the University of Memphis. He has over 15 years of professional experience in a variety of marketing and supply chain roles including brand management, product management, inventory management & supply chain consulting. He has worked for leading firms such as Procter and Gamble, Alcoa, Accredo, Johnson and Johnson, and Deloitte Consulting. He likes photography, cycling, and of course – barbecue!

## MARKETING ADVISING

Don't wait until the time of your graduation to find out that you are lacking units! Students who have declared their option in Marketing or Logistics are to meet with Dr. Geringer, the Department Chairperson for Marketing & Logistics. In order to make an advising appointment with Dr. Geringer, call the department office at (559) 278-7830. The office is located in PB 388.

## 10 Tips for Academically Thriving in College!



## HIGHER ACHIEVEMENT

1. **Know your Strengths and Weaknesses:** Take time to review your strengths and weaknesses. The key is to find a way to maximize your strengths while overcoming or at least minimizing your weaknesses.
2. **Establish Academic Goals:** Set goals that are a bit of a stretch for you so that you can strive toward achieving them and celebrate accomplishing them once the semester is over!
3. **Develop a Time Management System:** You need to not only have a system of keeping track of important dates and deadlines, but also a system for prioritizing your time.
4. **Stay on Top of Your Assignments:** Because you don't have teachers and parents on your back reminding you of assignments and tests, it's easy to procrastinate. Professors have very little leniency or empathy for student who attempt to hand in late assignments.
5. **Establish a Study Routine:** Set a time everyday to read your textbooks, review your notes, and work on homework assignments. Don't procrastinate!
6. **Get to Know Your Professors:** The vast majority of professors teach because they want to empower students, and the more you get to know them on a personal level, the many more ways they can help you with your current academic success — and future career.
7. **Find a Study Partner in Each Class:** Find a "study buddy" in each class. Pick a study buddy who is going to be a mutually beneficial partner, not necessarily your best friend.
8. **Take Advantage of Campus Resources:** Every college has a plethora of resources to help students succeed, and since you're paying for them with your tuition dollars, you should take advantage of them — and don't forget the library!
9. **Schedule Studying, Study Breaks:** Study for an hour, then take a 10-minute break and repeat. By following a system of studying and taking short breaks, you'll not only learn the material, but actually retain it much longer than cramming the day before a big test.
10. **Work Hard, Play Hard:** College is certainly not just about going to classes, completing the work, and getting good grades. College is also about new life experiences and making the transition from teenager to adult. Find a balance that helps you grow and mature in multiple ways.

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