

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 Canvas 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 Ms. Alexandra Jarrell at ajarrell@csufresno.edu.

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Fall 2020 Marketing Forum presented by Marketing EDGE!

The Department of Marketing and Logistics will be partnering with the Marketing EDGE to co-host its first-ever, West Coast Marketing Student Career Forum. What's more, the keynote speaker, Mitzi Yonezawa, is a Fresno State alumna who is a Director at Nike!

Fresno State students can attend for **free** (and potential extra credit—check with your Professor)! We hope to have a strong CSU presence. The virtual event is open to all university students throughout our region. We are very excited about this event as it provides valuable networking opportunities for all marketing students!

For over 30 years, Marketing EDGE Student Career Forums have introduced students to the world of digital and data-driven marketing. These forums deliver practical information to students on what they can do to prepare for a career in marketing while they are still in school. Traditionally held in regions across the country, the forums also provide students with a glimpse into the day-to-day lives of marketers as well as providing them with valuable tips of how to land internships and that first job out of school.

Please see the Marketing EDGE Student Career Forum Program Agenda on the next page.

SAVE THE DATE: 10/09/2020

MARKETING FORUM

All majors and options are welcome to participate.

Date: Friday, **October 09, 2020**

Time: **11:00am - 2:30pm**

[Registration Link](#) (program on next page):

<https://marketingedge.org/student/student-programs/career-forums/>

Contact: Dr. Haiying Zhang at

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FACULTY SERVICE AND RECOGNITION

- Dr. Monique Bell was recognize for her work by [Minority Women Lead](https://minoritywomenlead.com/dr-monique-bell/). “Through a series of engaging virtual conversations and digital content, Minority Women Lead will bring together a community of inspirational and influential voices and elevate the stories of extraordinary women leaders.” Please use the following link to learn about her journey to success: <https://minoritywomenlead.com/dr-monique-bell/>
- Dr. Breck Harris was a panel member for a Webinar entitled, Seated to Remote to Online: Perspectives from the Pandemic, at the Christian Adult Higher Education Association (CAHEA) Teaching & Learning Webinar on June 09, 2020.
- Dr. McDowell Porter III presented his research entitled, "You Are What They Say You Are: Managing Your Online Brand Reputation,." at the meeting of the American Marketing Association’s Summer conference on August 19, 2020.
- Dr. Breck Harris presented a sales training workshop to the AmeriCorps sales training staff on February 04, 2020 at Fresno Pacific University.
- Dr. McDowell Porter III was an Undergraduate Case Competition Lead Judge at The National Black MBA Association Conference on September 20, 2020

PROGRAM AGENDA	
Keynote 11am	NIKE Mitzi Yonezawa <i>North America Brand Director, Running</i>
Breakout 12:30pm	HAVAS EDGE <i>All About Media Buying</i>
	LEWIS GLOBAL COMMUNICATIONS <i>Quantifying Marketing</i>
	LOKAI / SUGARFINA <i>Brand Strategy and Partnerships</i>
Breakout 1:30pm	ILYA CHEREPAKHIN <i>Exploring Careers in Marketing</i>
	HOOK <i>Agency Life</i>
	LIVE NATION ENTERTAINMENT <i>Everything Digital</i>
	ORACLE <i>Building Client Partnerships</i>
	TRUTH BRANDING AGENCY <i>Brand Strategy</i>