

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.

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Service Learning's Community Impact

This semester's service learning projects are off to a great start. As part of our MKTG100S course (required of all business majors), students will learn more about our area's non-profit organizations, have the opportunity to apply what they're learning in the classroom about marketing to help a non-profit, and develop their

their skills working as a team member. At the end of the semester, the combined hours of service from our students in MKTG100S will be approximately 5,000 hours. In dollars, that equates to nearly \$100,000 in skilled labor provided to our local non-profits. Thanks to our faculty and students for adding this kind of value to our local community!

SAVE THE DATE: 04/17/2020

ANNUAL MARKETING BOOTCAMP

All majors and options are welcome to participate.

Date: Friday, **April 17, 2018**

Time: 9:00am - 12:00pm

Location: Peters Building Auditorium (PB 191)

Contact: Dr. Haiying Zhang at

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FACULTY SERVICE AND RECOGNITION

- Dr. Monique Bell, Dr. McDowell Porter III, and Dr. Keith Story (March, 2020) will be panelists at the CSU's Symposium on Teaching and Learning, Fullerton, CA.
- Dr. Samer Sarofim and Ms. Barbara Morgan: Central California Business Review
 - ◇ The third edition of the Central California Business Review, a collection of articles about the economic health of our region, will be published in February, 2020. The articles are written by Fresno State faculty, many in partnership with members of our local business community. Our marketing faculty are very involved with this interesting publication. Barbara Morgan serves as the editor of the Review, and Samer Sarofim contributes an article regarding Consumer Sentiment in the region. This year's feature articles include a discussion of solar energy and an article about the impacts of climate change, California's aging water system infrastructure and recent legislation on our region's highly critical water supply.
- Dr. Lizhu Davis (October, 2019) had four research papers accepted to the International Textile and Apparel Association conference, Las Vegas, NV:
 - ◇ Zhao, L., Davis, L., & Davis, D. "Secrets in fashion entrepreneurship: Exploring factors influencing success in U.S. fashion new ventures."
 - ◇ Davis, L., Zhao, L., & Davis, D. "It is about time! Incorporate entrepreneurship education in fashion merchandising curriculum."
 - ◇ Davis, L., Higginbottom, G., & Vang, V. "Use what you have: Cross-campus collaboration for effective teaching. "
 - ◇ Dabas, C. & Davis, L. "Green fashion purchase behavior of Hispanic consumers in US: Role of fashion consciousness, health consciousness and personal norm."

MARKETING FORUM FALL 2019 PHOTOS

