

Marketing Forum

Date: November, 8, 2019
When: 9 am – 12 pm
Where: PB 191

We invite marketing majors to hear directly from CSB marketing alumni and other local business professionals about what it takes to succeed in today's marketing environment.

During the panel discussion and question and answer session, students can get a dose of career reality from those who have made the transition from business student to business leader.

No career-related question is off-limits in this informal and engaging event.

Contact: Professor Zhang

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Marketing Faculty Promotions!!!



Dr. Lizhu Davis has been promoted to **FULL PROFESSOR!**



Dr. Monique Bell has been promoted to **ASSOCIATE PROFESSOR** with **TENURE!**

American Marketing Association (AMA)

We are the American Marketing Association Collegiate Chapter at Fresno State, better known as the home for marketing students. We want to help you gain hands-on experience, build relevant connections, and overall assist you in creating your personal brand. **We have meetings every Thursday at 6:00 pm in Science II, room 108.** Come expand your horizons and become more well-rounded as a business student. Besides, marketing is in every aspect of a business.

For questions, please contact AMA President Amy Lawhead:

amy1213@mail.fresnostate.edu.



FACULTY SERVICE AND RECOGNITION

- Dr. Breck Harris presented on the topic "Four Teaching Strategies for Creating Student Engagement and Learning" at the Pedagogicon Conference in Lexington, Kentucky (May, 2019).
- Dr. Breck Harris presented on the topic "Six Effective Methods for Engaging & Motivating the Millennial Student " at the Christian Adult Higher Education Association (CAHEA) Conference in Colorado Springs, Colorado (June, 2019).
- Dr. McDowell Porter III presented on the topic "Customer Interaction within the Mesosystem: A Look into Service Providers' Bed Side Manners" at the Global Sales Science Institute Conference, Panama City, Panama (June, 2019).
- Dr. Lizhu Davis presented on the topic "Idea recognition: Revealing fashion entrepreneurs' startup process" at the 2nd International Conference on Theory and Practice of Multidisciplinary Academic Research in Osaka, Japan (July, 2019).
- Dr. Lizhu Davis presented on the topic "Consumer Shopping Value: Shopping Trip Value and In-store Shopping Value" at the Institute of Developing Economics of Japan in Chiba, Japan (August, 2019).
- Dr. Andreas Stratemeyer and Dr. Susan Geringer attended the Fall 2019 Marketing Management Association conference in Santa Fe, New Mexico. Dr. Geringer participated in an academic panel and served as a judge on the Innovations in Marketing Education competition. Dr. Stratemeyer and Dr. Geringer are both members of the MMA Board of Directors.
- Dr. Monique Bell's students in her Promotions Principles and Practices course (MKTG 132) class visited ABC 30 studios for a tour led by Greg Baker, Sales Manager. The studio visit and talk helped the marketing majors to understand media buying, advertising costs and metrics, and the importance of data in contemporary marketing management.

