

AMA is Making Marketing Moves

American Marketing Association (AMA) is making moves!! We have meetings scheduled in the spring semester of 2019 to work on our organizational infrastructure, enrich the college experience of our members, expose them to business professionals in our community, and provide a broader knowledge of how marketing is important to all aspects of business management.

PB RM 286 @ 5:30 pm

March 5, 2019
April 9, 2019
May 7, 2019

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If you are a **student** and interested in becoming a member, please join us! We will need additional leaders to continue building on the strong foundation of our organization, so please think about how you want to contribute to the development of Fresno State's AMA chapter and the Craig School of Business (CSB). This could mean that you run for office, lead a committee, or be a strong supporter of the activities of the organization. **All majors are welcome**, we need everyone.

If you are a **Fresno State graduate or local practitioner**, please join us!! We are in need of mentors, speakers, advisers, and others that have an interest and desire to help CSB students reach their full potential! Please contact us if you want to give back to CSB in ways that really count. We look forward to engaging with you!

For more information, contact Dr. Keith Story:
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or 559-278-7076.



FACULTY SERVICE AND RECOGNITION

- Dr. Breck Harris' students received positive media attention for their work in MKTG 100S. Please go to the following link to see an example of a successful Service Learning Project: <https://kmp.com/great-day/michael-in-the-mix/fraternity-collecting-toys-for-boys-girls-club>
- Dr. Monique Bell, Dr. McDowell Porter III, and Dr. Keith Story, Assistant Professors of Marketing and Logistics, will be panelists at the March 9, 2019, Symposium on Teaching and Learning sponsored by the CSU system. All faculty members are encouraged to register.
- Dr. Samer Sarofim, Assistant Professor of Marketing and Logistics, contributed Consumer Sentiment research that is featured in the 2019 Central California Business Review.
- Dr. Monique Bell is the contact for the **Marketing Boot Camp** on **4/12/2019** starting at 8:30 am in PB 191. Refreshments, including donuts, will be served!
- Dr. Lizhu Davis, Associate Professor of Fashion Merchandising, has a very productive 2018. Her research has been accepted by the following outlets:
 - ◇ Davis, L. & Jai, C. (2018). Religiosity, faith driven consumption, and apparel shopping orientation. *Quarterly Review of Business Disciplines*, 5(3), 199-221.
 - ◇ Zhao, L., Davis, L., & Copeland, L. (2018). Entrepreneurial intention: An exploratory study of fashion students. *Journal of Enterprising Culture*, 26(1), 1-24.
 - ◇ Forsythe, L.M., Davis, L., & Mueller, J. (2018). Guiding entrepreneurs through the quagmire of business entities – Three hypothetical scenarios for discussion. *Entrepreneurship Education and Pedagogy*, 1(3), 263-276.



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