

THE MARKETING MINUTE – APRIL 2012

MARKETING IS EVERYBODY'S BUSINESS!

The *Marketing Minute* newsletter is distributed to provide important information to marketing majors, as well as other majors who are currently enrolled in marketing courses. The purpose of the *Marketing Minute* is to help you make better-informed decisions about your education and career development.

MARKETING AND LOGISTICS OFFICE HOURS – SPRING 2012

The Department of Marketing and Logistics office hours for the Spring 2012 semester are as follows:

8:00 a.m. to 5:00 p.m. Monday – Friday (12:00 – 1:00 p.m. lunch)

MARKETING AND LOGISTICS ADVISING

Don't wait until the time of your graduation to find out that you are lacking units! Make an appointment to go over your requirements. **Students who have declared their option in Marketing, Logistics or Sports Marketing are required to meet with Dr. Motameni, the Department Chairperson for Marketing and Logistics.** In order to make an advising appointment with Dr. Motameni in PB 388, call the department office at (559) 278-7830. If you have any other questions, comments, or concerns about the Department of Marketing and Logistics please feel free to email Dr. Motameni at motameni@csufresno.edu.

SPRING 2012 MARKETING FORUM

Craig School of Business Marketing & Logistics Department
in partnership with Delta Sigma Pi Business Fraternity presents:

SPRING 2012 Marketing Forum
*How to use the 4 P's to strategically
and successfully launch a new product presented by:*

BRIAN WEBER

Craig School of Business Alumni and Hershey's District Sales Manager –San Francisco

Friday, April 27
10:00am – 12:00pm
Peters Auditorium
UBC – room 191

THE CSB OFFICE OF INTERNSHIPS AND APPLIED EXPERIENCE

Webinar Wednesdays!

Every **Wednesday** from 12 noon to 1 p.m. you are invited to attend a webinar on some aspect of career development for graduates.

Upcoming topics will include:

April 18: Sink or Swim?? Are you ready for your first job

April 25: Secrets of Government and Nonprofit Job Search

May 2: Why should we hire you??

May 9: 7 Things Your First Boss Wants you to Know on Day 1

Please RSVP on the CSB "Synergy" system at: <https://www.myinterfase.com/csufresno-csb/student>
You will need to set up a student profile before you can use the system

Meet the Professionals

All CSB students are invited to the LAST recruitment event of the academic year

Sponsored by the CSB Office of Internships & Applied Experience

Wed. **May 2** from 5 to 7 p.m.

Here is your last chance to meet with local and national employers related to career tracks in industry, full-time and part-time positions as well as mentorships and internships for summer and fall 2012.

RSVP on Synergy or stop by PB 181

Not on Synergy???

The CSB Synergy System is rapidly becoming the place to be on line for on-line career information. This is where you can have access to our database of open internships, jobs and mentorships. As an alum you will continue to have access to full-time and part-time business related jobs after you graduate in May!

It simple to set up your profile. Go to: <https://www.myinterfase.com/csufresno-csb/student>
Stop by PB 181 if you need assistance.

FACULTY ACCOMPLISHMENTS

Dr. Beng Ong was interviewed by Visalia Times reporter, Brian Maxey, a week ago about the impact of "Sign Spinners." The report on "sign twirler/human directional" advertising was published online on **Saturday, April 21st**. Brian cited Dr. Ong on pages/screens 2 and 3 of the article, and the link is provided below:

<http://www.visaliatimesdelta.com/apps/pbcs.dll/article?AID=2012204210306>

WORDS OF WISDOM

“If Thomas Edison had used a focus group he would have just invented a bigger candle.”
- from *The Brand Show* episode “*The Science of Branding*”