

THE MARKETING MINUTE – FEBRUARY 2011

MARKETING IS EVERYBODY'S BUSINESS!

Welcome back to school for the Spring 2011 semester! 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.

Don't wait until graduation to find out that you are lacking units! Once students have declared their option in Marketing, Logistics or Sports Marketing, they are required to meet with Dr. Motameni, the Department Chairperson for Marketing and Logistics. In order to make an advising appointment with Dr. Motameni, 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.

MARKETING AND LOGISTICS OFFICE HOURS – SPRING 2011

The Department of Marketing and Logistics office hours for the Spring 2011 semester are as follows:

8:00 a.m. to 5:00 p.m. – Monday, Tuesday, Thursday, Friday

8:00 a.m. to 3:00 p.m. – Wednesday

MARKETING AND LOGISTICS ADVISING

Do you understand and have you met all of your graduation requirements? Are you SURE? 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.

SERVICE LEARNING IN MARKETING 100S

Many of you are enrolled in a Marketing 100S class this semester and are experiencing involvement with the nonprofit community through your Service Learning activities. Each student is completing a minimum of 15 hours of service for a local nonprofit organization and, in the process, learning more about how the principles of marketing can be applied in this sector. The idea is to "serve" while you "learn" – hence, service-learning. Also, this project gives all of us a better idea of how we can provide assistance to these organizations. They ALL need marketing help and we appreciate the efforts that our students have put forth to make this aspect of Marketing 100S successful! We also appreciate ALL the help that Professor Canton, the Service-Learning coordinator, provides to students and faculty alike! Thanks again, students, faculty and nonprofit organizations, for all your cooperation and hard work!

THE CRAIG HONORS PROGRAM

If you wish to enhance your experiences in the CSB, you may consider applying for the CSB Honors Program. To find out more information, contact Dr. Rudy Sanchez (rjsanchez@csufresno.edu) or Dr. Jill Bradley (jbradley@csufresno.edu). You may also receive information concerning the Honors Program qualifications, application materials, etc. from the Honors Program link (www.craig.csufresno.edu/Student_Info/Honors09/index.html).

INTERNSHIPS

Many new Spring 2011 internships have been posted, with new ones being posted daily. Be sure to check the CSB Internship site on the CSB website (www.craig.csufresno.edu/internships.aspx) if you are interested in completing an internship for your Marketing elective. You may also make an appointment with Professor Debbie Young in the CSB Internship Office at PB 182 by calling (559) 278-4985. You must have the following completed before applying for an internship:

- 1) completed on-line application
- 2) faculty reference form completed
- 3) your resume reviewed

MARKETING COURSES – SPRING 2011 SEMESTER

The following is a list of courses the Department of Marketing and Logistics will offer for the Spring 2011 semester. Please check the Schedule of Courses to determine the dates, times and locations of the classes. Further information is also available from the department office in PB 388.

Marketing 100S Marketing Concepts
Marketing 101 Marketing Information Systems
Marketing 103 Personal Communication Tools in Marketing
Marketing 110 Buyer Behavior
Marketing 114 Principles of Logistics and Supply Chain Strategies
Marketing 115 Global Channels Technologies
Marketing 126 Purchasing and Materials Management
Marketing 132 Promotion Practices and Principles
Marketing 140 Export and Global Marketing
Marketing 150 Sports Marketing
Marketing 188 Strategic Planning in Marketing
Marketing 190 Independent Study
Marketing 195 Marketing Internship

47th ANNUAL CSB AWARDS DINNER

Every year outstanding graduates from CSB are recognized at our annual dinner. Student awards are sponsored by supporters of the Craig School and are available in many fields, academic

levels and special life circumstances. The dinner is scheduled for the end of the semester (time and place to be determined).

24th ANNUAL CSB CONVOCATION CEREMONIES

Friday, May 20, 2011 at 4 p.m. Just a few quick answers to FAQ:

- 1) How many guests can I invite? We can seat up to 12,000 people for our ceremony, so the more the merrier! We do not have a limit on the number of guests a graduate can bring!
- 2) How long will the Ceremony last? The ceremony will last anywhere from 1½ hours to 2 hours depending on how many participants we have.
- 3) Will my name be called? YES - this is the whole reason for the ceremony! Every graduate who participates will have a photo taken with the Dean, walk across the stage and shake hands with faculty from the department.
- 4) What time does the graduate need to arrive? Please arrive between 2:45 and 3:00 pm. We will have a mandatory practice before the ceremony begins at 4 p.m.
- 5) How will my parents, friends or relatives find me? We do not enforce assigned seating for the graduates during the ceremony except for sitting with your department. When we enter the arena we walk in 2x2. As we proceed down the main isle we split to sit down. You can prearrange a side to sit with your guests, so just make sure you walk in on the correct side. If you want to sit with your friends, make sure they walk behind or in front of you, not side by side! While this is really a lot to remember, we usually have it worked out during practice.
- 6) Where do I pick up my honor cords? Honor cords for Latin honors (Summa, Magna and Cum Laude) will be available for pick up in the Dean's Office after Spring Break. We will have a list available for those who are eligible to receive the cords.

BENJAMIN A. GILMAN INTERNATIONAL SCHOLARSHIP PROGRAM

In celebration of the 10th anniversary of the Gilman Scholarship Program, summer awards have been expanded to include all academic majors. For more information about the Gilman Scholarship please visit the Gilman website at www.iie.org/gilman.

Summer & Fall 2011 online applications are due March 1, 2011.

For students applying for any academic term (Academic Year, Fall, Spring or Summer) please find the eligibility requirements below:

- Enrolled as an undergraduate student at a two or four-year U.S. Institution
- United States citizen

- Receiving a Federal Pell Grant at the time of application or during the term of study abroad
- Participating in a study abroad program that is no less than 4 weeks in one country and no more than an academic year
- Receiving academic credit
- Study in any country not currently under a U.S. State Department Travel Warning or Cuba

For more information, please contact the appropriate person below:

Advisors:

Jane Thiele

gilmanadvisors@iie.org

713.621.6300 ext. 16

Applicants (last name A-L):

Aileen O'Donnell

gilman@iie.org

713.621.6300 ext. 25

Applicants (last name M-Z):

Olga Tunga

gilmanapp@iie.org

713.621.6300 ext. 24

Students that apply for the Gilman Scholarship should notify the Fresno State campus advisor Dr. Berta González at bertag@csufresno.edu or call 559-278-0333.

FACULTY ACCOMPLISHMENTS

Often students are unaware of the research interests and other accomplishments of their faculty. In other words, what do professors do when they aren't teaching class? Here is a recent list of some of the major accomplishments of your Marketing faculty:

- Professor Lydia Anderson has been awarded a 2010-2011 Target Campus Grant in the amount of \$4,000 for her MKTG 100S students. The grant is for a Target Case Study on the topic of Wellness. Professor Dennis Schneider has also been awarded this grant for several semesters now.
- Congratulations to Professors Lydia Anderson and Pattie Turnbull for the complimentary Letter to the Editor in the Fresno Bee from Sue Slopper, Manager of Highway City Thrift Store, concerning the Craig School of Business, the MKTG 100S classes, and the service-learning students.
(<http://www.fresnobee.com/2010/12/16/2199334/students-help-out.html>)

WORDS OF WISDOM

“Advertisements contain the only truths to be relied on in a newspaper”

- Mark Twain