

## **THE MARKETING MINUTE**

***MARKETING IS EVERYBODY'S BUSINESS!*** Welcome to the *Marketing Minute* for March 2007! This newsletter is sent to you to provide you with information of interest to marketing majors, as well as other majors who are enrolled in marketing courses. The purpose of the *Marketing Minute* is to help you make better-informed decisions about your education and career development. If you have any questions, comments, or concerns about the Department of Marketing & Logistics please feel to email Dr. Reza Motameni, Department Chairman at [motameni@csufresno.edu](mailto:motameni@csufresno.edu).

**INTERNSHIPS** According to Professor Debbie Young, Director of the CSB Internship Program, there is still a number of marketing internship opportunities available. Be sure to check the CSB Internship site on the CSB website, and you can always make an appointment with Professor Young in PB 182.

**DISTINGUISHED SCHOLAR VISITS CSB** Dr. Joseph Hair, Jr. visited the Craig School of Business on March 19<sup>th</sup> and 20<sup>th</sup>. He conducted a one-hour presentation to CSB students on "Marketing Research" on Tuesday, March 20<sup>th</sup>. Dr. Hair's name may sound familiar to many of you because he is an author of many of your Marketing 100S "Essentials of Marketing" textbook. Dr. Hair has authored over 40 additional textbooks in the areas of Business Research, Multivariate Data Analysis, Marketing and Sales Management. Currently a Professor at Kennesaw State University in Georgia and a visiting Professor at Henley Management College in England, Dr. Hair was previously the Copeland Endowed Chair of Entrepreneurship and Director of the Entrepreneurial Institute and Louisiana State University, which was ranked third in the nation by *Forbes magazine/Princeton Review* in 2004 and 2005. In addition, Dr. Hair has been published in numerous top business research journals. In 2004 he was recognized by the Academy of Marketing Science for its ***Outstanding Marketing Teaching Excellence Award***. Dr. Hair has been retained as a consultant for numerous companies in a wide variety of industries, as well as the U.S. Department of Agriculture and the U.S. Department of the Interior. At the end of March 2007 Dr. Hair will be awarded the ***2007 Innovative Marketer Award*** by the Marketing Management Association. The CSB and the Department of Marketing and Logistics are honored that Dr. Hair has agreed to meet with our students and faculty.

**ADVISING** Do you understand and have you met all of your graduation requirements? Are you SURE? Make an appointment to go over your requirements. If you have yet to declare an option, you will need to make an appointment with Abel De la Cruz in PB 185 to go over your needs. If you have already declared a Marketing option, you will need to make an appointment with Department Chairman, Dr. Reza Motameni in PB 388.

**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. This semester alone there are 325 students helping our community through Service Learning in the Marketing 100S sections. 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. This adds up to 4,875 hours our Marketing 100S students are giving to the community!! 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 Service Learning such a success. Thanks again for your cooperation and hard work!!

**FALL 2007 COURSES** The following is a list of courses the Department of Marketing and Logistics will offer for the Spring 2006 semester. Further information ( i.e. dates, times, faculty) are 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 132	Promotional Practices and Principles
Marketing 134	Entrepreneurial Marketing
Marketing 140	Exporting and Global Marketing
Marketing 150	Sports Marketing
Marketing 153	E-Marketing
Marketing 188	Strategic Marketing
Marketing 190	Independent Study
Marketing 195	Marketing Internship

**1<sup>ST</sup> ANNUAL CSB SUMMER INTERNSHIP FAIR** April 19<sup>th</sup> from 9 am to Noon in the CSB Plaza (fountain area or pit). This will be an opportunity for CSB students and graduates to connect with employers offering internships, positions and networking. Professional dress is required and bring plenty of resumes!

**43<sup>RD</sup> 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 May 10<sup>th</sup>, at Pardini’s in Fresno.

**20TH ANNUAL CSB CONVOCATION** Friday, May 18, 2007 at 4:00 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 1 ½ hours to 2 hours depending on how many participants we have.

**3. Will my name be called?** YES! In my opinion 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 4pm.

**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 and 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! I know this is really a lot to remember but we usually have it worked out during practice.

**6. Where do I pick up my honor cords?** Honor cords for Latin honors (Summa, Magna & 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. If you live out of town and won't be able to come and pick them up, just call my office at 559.278.2482 or e-mail me and I will put them in the mail for you.

**ANOTHER THOUGHT...** "A business has two functions...marketing and innovation – all the rest are costs."