

THE MARKETING MINUTE – NOVEMBER 2010

MARKETING IS EVERYBODY'S BUSINESS!

The semester is almost over! 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 – FALL 2010

The Department of Marketing and Logistics office hours for the Fall 2010 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.

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

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). You may also receive information concerning the Honors Program qualifications, application materials, etc. from the Honors Program link under “Student Information” at the CSB homepage (www.craig.csufresno.edu).

INTERNSHIPS

Many new internships have been posted, with new ones being posted daily. Be sure to check the CSB Internship site on the CSB website 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 at www.craig.csufresno.edu/internships
- 2) faculty reference form completed
- 3) your resume reviewed

The CSB Office of Internships & Applied Experiences is also offering free career webinars every Wednesday this semester from 12 noon to 1 p.m. Webinars will be held in PB 286 and include free pizza & soda. Please RSVP to debbiey@csufresno.edu

WRITING SUPPORT FOR STUDENTS

There are currently three sources of writing support for students: (1) Writing Center; (2) Learning Center; and (3) the Library. Many students are not aware of the differences between these three resources. The following link explains the different levels of writing support students can expect from the different centers or locations, as well as gives the locations and tells them what to bring with them:

https://zimbra.csufresno.edu/service/home/~-/Student%20Writing%20Resources%20on%20Campus.doc?auth=co&loc=en_US&id=19400&part=2

SPRING 2011 REGISTRATION

It's time to start thinking about Spring 2011 registration. Here is some helpful information to get you get started in your planning.

REGISTRATION DATES:

Early Registration begins on Monday, November 1. Continuing students, New Post-baccalaureate students, and Returning students will be assigned to register from November 1 - 5. New undergraduate students will register during their Dog Days session.

CLASS SCHEDULE:

Effective with the spring 2011 semester, the university has decided to "go green" and will no longer print a class schedule. Students will access the most up-to-date information regarding class offerings, registration procedures, deadlines, and fee payment using the web class schedule website. Spring 2011 class search will be available beginning Friday, October 15.

ENROLLMENT LIMITS:

To help ensure that all undergraduate students have the opportunity to obtain the classes they need to stay on track toward graduation, all undergraduate students will be limited to 16 units during early registration (November 1 - December 3). The 16 unit limitation **includes both** enrolled units and Wait List units. The 16 unit limitation will be lifted beginning on Monday, December 13 and regular enrollment limits will be enforced. All undergraduate students will be reset to 18 units unless they have a GPA that allows for a higher limit (2.5-2.99 = 19 units; 3.00 > = 22 units).

Graduate, Doctorate and Advanced Certificate Program students = 16 units

Credential Program students = 18 units

Second Bachelor Degree (UGRD2) Program students = 16 units

WORDS OF WISDOM

“The fact is, everyone is in sales. Whatever area you work in, you do have clients and you do need to sell.”

- Jay Abraham

“Many a small thing has been made large by the right kind of advertising.”

- Mark Twain