

Fall 2014

# Department of Marketing News, Fall 2014

St. Cloud State University

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# DEPARTMENT OF MARKETING NEWS



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## Northwestern Mutual Sales Lab opens to benefit SCSU students

*"Across a variety of industries, the demand for skilled salespeople continues to increase...and recruiters are struggling to meet this demand."*  
- Warg (2014)

*"The 500 top companies in America...employ some 24 million salespeople."*  
- Selling Power 500 (2013)

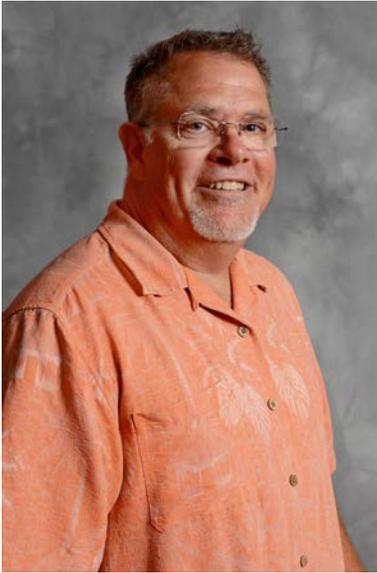
On October 8, 2014, we held the official ribbon cutting ceremony for the new, state-of-the-art Northwestern Mutual Sales lab and the Marketing Department's Professional Selling Specialization (PSS) program.

The event celebrated the Department's commitment to providing students across the SCSU campus with competitive career and life advantage via a specialized sales program developed cooperatively with area business leaders.

Working with sales education experts around the country, our PSS team of faculty and salespeople has developed a program designed to help meet industry demand for well-trained, skilled salespeople. < *CONTINUED ON PAGE 3* >



# Message from the chair



Hello and welcome to the Department of Marketing in the Herberger Business School at St. Cloud State University!

The Fall 2014 term brought a variety of exciting happenings to the department, and we are pleased to be able to share some of the excitement with you in this newsletter.

Our students are tackling challenging and value-added course projects offered through a rigorous mix of traditional brick-and-mortar and real-world, experiential coursework.

These young scholars continue to amaze me, as they effectively balance schedules that include full course loads, challenging work schedules, leadership roles in student organizations, such as the American Marketing Association and more.

Our faculty members are committed to our students and have won awards for excellence in teaching, research, and service to the university and community.

In this newsletter, you will meet one of our newest professors,

Dave Titus, who brings over 30 years of professional selling experience to the students in his Professional Selling and Professional Selling Specialization courses.

You will also read about the extensive study abroad programs we offer our students, featuring both semester-long and short-term business, economic and cultural tour programs to Australia, Brazil, China, Italy, England and more.

Finally, the Professional Selling Specialization (PSS) is also featured in this edition. The PSS is built upon a philosophy of community involvement and participation. It was designed to provide students with specialized skills and comparative advantage, as they begin and pursue their careers.

So sit back, relax, and read about the excitement in the Department of Marketing!

– *Dr. Dennis Bristow, Chair  
Department of Marketing*

## Did you know?

More than 60,000 new marketing jobs are expected to be created by 2017, according to a study by CareerBuilder and EMSI. That makes marketing the #3 fastest growing career! Are you ready to be a part of it?





## Sales lab (continued)

A cornerstone of the PSS is the involvement of area business and sales leaders in the classroom, in the upcoming Northwestern Mutual/ Marco Professional Selling Competition (Dec 2014), and in sales mentoring, shadowing and coaching roles.

Students from any major across SCSU can apply for acceptance into the PSS, which is comprised of five courses:

1. Introduction to Marketing
2. Business Communication Strategies
3. Professional Selling (a skills based course)
4. Sales Management (case based decision-making course)
5. Professional Selling Specialization

The Professional Selling Specialization course

provides experiential focus on four areas:

- Social media and technology in professional selling
- Global and cultural aspects of professional selling
- Sales shadowing
- Sales management shadowing

As the PSS continues to grow, the Department of Marketing will be reaching out to area sales leaders and firms interested in engaging with students and the program.

Some of the ways we are looking to engage with those leaders will be serving on the PSS Steering Group/Advisory Board, supporting a student chapter of Pi Sigma Epsilon (the national student sales organization), providing sales related student scholarships, serving as guest lecturers in our sales classes and more.

## Did you know?

The new Professional Selling Specialization (PSS):

- Is open to all SCSU students
- Provides students with a competitive advantage as they pursue their careers
- Helps meet specific needs in the labor market

Contact us by phone (320.308.2057) or email ([mkbl@stcloudstate.edu](mailto:mkbl@stcloudstate.edu)) to learn more.

## Faculty spotlight: David Titus

David Titus joined the Department of Marketing in Fall 2014 as an Assistant Professor teaching Professional Selling. He received his MBA from University of Minnesota in 2004, has presented at many national Industry Trade Meetings, and has worked with customers all over North America for nearly 30 years. Check out the following Q&A to learn more about Professor Titus

### Q: Why are you passionate about teaching?

A: I love the selling profession because I believe that everyone is a sales person one way or another. If we truly try to understand our students', clients' and community's needs, we can help people improve their businesses and lives. < *CONTINUED ON PAGE 6* >





Left to right: Clara Boyle, Katie Banken, Halle Weismann and Ashley Arhart

## Marketing students take a swing at golf etiquette

Husky AMA (SCSU's chapter of the American Marketing Association) hosted its 16th Annual Networking Golf Tournament on Saturday September 27, 2014, at Territory Golf Club in St. Cloud.

The day was packed with nine holes of golf, a networking hour, and dinner. From beginners to elite, the tournament included 23 members of Husky AMA along with 15 professionals and St. Cloud State faculty.

Members of Husky AMA had the opportunity to golf side-by-side with professionals and faculty of St. Cloud State to practice proper golf etiquette and to create valuable relationships on the course. The 16th Annual Tournament was one for the books and we cannot wait to continue the tradition next year!

### AMA is waiting for you

Husky AMA gives students the tools and opportunities to learn, grow, inspire, take risks, and accept personal responsibility—all in a friendly environment.

All majors are welcome to attend our meetings on Wednesdays at NOON in Atwood's Cascade room.



### Halle Weismann Named Student of the Term

Halle is a senior Marketing Major in the HBS. Learn more about her in the Q&A below.

**Q: What is your favorite marketing class and why?** My favorite marketing class is Consumer Behavior because it consists of the psychological, economic, and socio-cultural theories as you learn about the buying behaviors of consumers.

**Q: Why are you interested in marketing?** I first became interested in marketing when I took a Fashion Marketing class in High School. I enjoy the fast-paced environment and horizontal opportunities that the marketing field provides.

**Q: What is your dream job?** My careers goals are to obtain a challenging marketing position with a Fortune 500 company. My long-term goal or "dream job" is to be a Director of Marketing or a CMO at a company for which I am passionate.

**Q: What are some of your accomplishments?** I'm the President of Career Ambassadors, a Representative on the Business Student Executive Council, a Research Assistant for the HBS, a Captain on SCSU's Nordic ski team and served as the Marketing Director for the National Society of Leadership and Success.



# MBA Innovation Evaluation course lives up to its name

Adesegun Oyedele, Professor in Marketing, is the main instructor and lead designer of the MBA 605 Innovation Evaluation course.

During the course, 19 MBA students explored innovation and design approaches to solving global market development issues through a real-world, hands-on project. They worked with a business client called Schaefer Ventilation, located in Sauk Rapids, MN.

Students analyzed the company's business model using design and innovation techniques: ideation, visual thinking, and prototyping.

The follow-up exercises entailed a reconfiguration of Schaefer's current business model after developing more in-depth insight about Schaefer's internal and external business environment.

On the final day, student groups presented three business model innovation prototypes to Schaefer's management team—lead by Neil Crocker, CEO of Schaefer, and two industry experts from Clearwater Layline Consulting.



## The course's major learning achievements included:

1. **Students gained in-depth knowledge** on how to apply design, creativity, and innovation tools to solve real-world global business problems.
2. **The business client gained new perspectives** and knowledge about innovative business models that can help position the company to compete in the global marketplace.
3. **Student developed their own inventions** and applied design and creativity tools to gather information on how to transition from invention to innovation.

4. **Small and mid-size businesses in central Minnesota receive help positioning themselves** in the global marketplace when they partner with the Herberger Business School's MBA Innovation Evaluation course and student projects.

Neil expressed his appreciation by saying, "This is the first time in a long time that I'm able to get innovative business recommendations that will force me to think differently about my business."

For more information or to discuss the course, contact Professor Oyedele at [aoyedele@stcloudstate.edu](mailto:aoyedele@stcloudstate.edu).

*This article was written by Jestine Ware and was originally published on SCSU's Academic Affairs website.*



## David Titus spotlight (continued)

**Q: Why did you choose your discipline/field?**

A: Helping people gives my life purpose and meaning.

**Q: Best piece of advice you've ever received?**

A: You can be exactly right, but still be wrong.

**Q: Favorite business-related movie?**

A: Trading Places

**Q: What project are you currently working on?**

A: Our Marketing Department is excited about our new Sales Lab, and we are determining how many different ways we can best utilize this new resource.

**Q: What is your favorite hobby or pastime?**

A: Collecting Presidential Political Buttons. I have my collection in my office; stop by and see it.

**Q: What's your favorite quote?**

A: "Live as if you were to die tomorrow. Learn as if you were to live forever." - Gandhi

**Q: What do you like most about the Marketing Dept?**

A: Helping students figure out their dreams in life.

Now that you know Professor Titus better, feel free to say hello or ask him advice about a career in sales.



Image courtesy of cescassawin at FreeDigitalPhotos.net.

## Spend 2 weeks in Italy, earn 6 business credits

The Herberger Business School is offering a two-week, six-credit program to Italy in Summer 2015.

This program offers students the opportunity to expand their worldview and experience unique cultures while adding value to their degree.

This is your chance to experience business and government tours and presentations, cultural and historical tours, and adventure opportunities in Rome, Florence, Turin and Venice.

The application deadline is February 1, 2015. To apply, visit [www.stcloudstate.edu/educationabroad](http://www.stcloudstate.edu/educationabroad) and click on Apply Now.

For more information, contact:

- Dr. Dennis Bristow (dbristow@stcloudstate.edu)
- Dr. Rajesh Gulati (rgulati@stcloudstate.edu)
- Michelle Walz (mlwalz@stcloudstate.edu)

Or visit the Department of Marketing in Centennial Hall, 462.

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