

Fall 2015

# Department of Marketing News, Fall 2015

St. Cloud State University

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# NEWS

## Fall 2015



Image courtesy of Gualberto107 at FreeDigitalPhotos.net

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## Market Research: A Class of Fun, Exciting Projects

MKTG 322, Marketing Information and Research, provides students with an opportunity to learn about the exciting and Challenging field of marketing research.

Students participate in experiential learning activities related to the research process including the development of research objectives and corresponding surveys, survey administration, data entry and analyses, and interpretation and reporting of such analyses.

Some projects undertaken in the past include identifying:

- 1) Information sources utilized by target market to gain information about SCSU sporting events in general and SCSU softball in particular (Spring 2014). Results were provided to the softball coach.
- 2) Awareness, Interest, and Attitude of students in regards to SCSU softball game attendance (Fall 2014). Results provided to the softball coach.

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# Message from the chair



Hello from the Marketing Department!

This has been an eventful and exciting semester.

Our faculty members have published a variety of research articles in prestigious journals and have presented their work at academic and professional conferences around the globe. Some of those same educators directed short term summer study abroad programs in Italy and are planning upcoming programs to Australia, Cuba and other markets.

The Fall 2015 Professional Selling Competition, sponsored by Northwestern Mutual, Anderson Trucking Services and Marco, was a tremendous success. Sixty-three students and over 40 sales professionals from more than 20 firms participated on December 4 and 5. The competition was intense as the students showcased their sales and

communication skills and as the sales pros served as buyers, judges and mentors throughout the contest.

Casandra Howder finished in 1st Place, Hunter Schultz took 2<sup>nd</sup>, and Kyle Tabatt was the Third Prize Winner.

Congratulations to each of these top finishers and to all the students who competed!

We are already planning the Spring 2016 Competition which will be held in late April.

Read on for all the excitement in the Department of Marketing!

– Dr. Dennis Bristow, Chair  
Department of Marketing

Thank you to the sponsors of the Department of Marketing's  
Fall 2015 Professional Selling Competition



OVER ONE TRILLION DOLLARS ARE INVESTED ANNUALLY IN PROFESSIONAL SALES FORCES



In 2014, AT&T spent some \$1.4 billion dollars on advertising

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DEPARTMENT OF MARKETING  
ST. CLOUD STATE UNIVERSITY

# The Optimism Statement Challenge

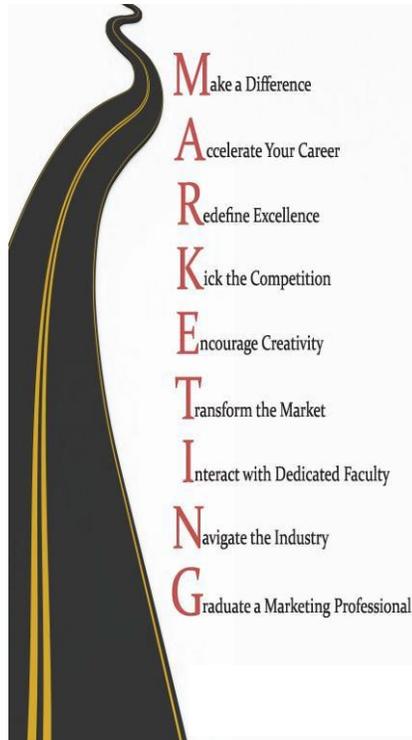
Dr. Oyedele challenged Marketing department faculty and staff to an Optimism Statement Challenge. The goal is to celebrate the best characteristics of the Department of Marketing.

With over 10 submissions, the department responded enthusiastically.

All statements were shared with one of Dr. Oyedele's classes and a winner was chosen.

The winning submission was an acrostic poem submitted Michelle Walz, Office Manager, and the office staff.

Congratulations!



## Zachary Van Pelt: Student of the Term

Zachary is a senior Marketing Major in the HBS.

**Q: What is your favorite marketing class and why?** My favorite marketing class is MKTG 333, Business Communication Strategies, because it seems very applicable to life after graduation. I enjoyed working with others and having business meetings that made the students feel as though they were in a company meeting.

**Q: Why are you interested in marketing?** I am interested in marketing because I like the creative aspect that is used in marketing. I like that there isn't always a definitive answer; also I enjoy interacting with others which marketing enables you to do on a constant basis.

**Q: What is your dream job?** My dream job would either be a Director of Marketing or a Sales Manager/coach.

**Q: What are some of your accomplishments?** My accomplishments include: Herberger Business School Sales Competition finalist, Spring 2015, National sales competition competitor and St. Cloud State Champion national representative. I also am on the executive board for a club on campus titled Cloudfit. Outside of school, I have received a Mortgage Loan Originator License and a certification as a Crossfit trainer.

## Faculty spotlight: Garth Harris



Dr. Garth Harris began working at St. Cloud State in 2010 and has taught Product and Pricing, Intro to Marketing and Sales Management.

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

A: As a person with a physical disability, I have had a lot of people help and guide me through my life and I wanted a career that allowed me to do the same. I am also passionate about discovering and sharing new ideas and teaching allows me to share that passion. Also I am a verbal learner who loves to talk so teaching is a natural fit for me.

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## Market Research, (continued)

3) SCSU student awareness, patronization, attitude, and perceptions of off-SCSU campus neighborhood restaurants/eating places. (Spring 2015).

In Fall 2015, students analyzed data collected in the previous semester and engaged in a research project that examined "Consumer behavior and social media utilization by SCSU students."

The semester long projects are selected and facilitated by the instructor with the aim of providing students with concrete experiences as they are introduced to the subject.

Students are excited to learn market research principles using exciting, hands-on projects and take these skills into future internships and jobs.

**Good-Bye  
Marissa**



Our student worker, Marissa Walter, graduated this semester, moving on to pursue her new position with United Health Group.

Marissa began working for the Department of Marketing in August 2013 as a student worker, and she quickly became an invaluable member of our team! Marissa has always been more than willing to offer her assistance and has had an excellent rapport with faculty and students alike. We have always been able to depend on Marissa and she will truly be missed. Best of luck, Marissa!

## Fall 2015 Marketing Department's Professional Selling Competition

On Friday, December 4<sup>th</sup> and Saturday, December 5<sup>th</sup>, 63 students and more than 40 sales professionals representing over 20 firms from the area and region participated in the Department of Marketing's Professional Selling Competition. The sales professionals served as buyers and judges throughout the competition and provided feedback and mentoring to the student participants. The Top 3 Sales Students in the competition were Casandra Howder (1<sup>st</sup> Place), Hunter Schultz (2<sup>nd</sup> Place) and Kyle Tabatt (3<sup>rd</sup> Place). The Spring 2016 Professional Selling Competition will be held on April 22, 2016.

The Competition is part of the Department's 15-credit Professional Selling Specialization (PSS) Certificate program which emphasizes experiential sales related opportunities for our students and encourages ongoing relationships with area business professionals. A key component of the PSS is the state-of-the-art Northwestern Mutual Sales Lab, featuring a control room, sales simulation room and classroom. The Lab provides for a real-world, real-time learning environment for our sales students and prepares them for the dynamic world of professional selling.



**First Place Winner  
Cassandra Howder during  
the Sales Competition**

In addition, we are currently working on a program to allow area employers to lease the Sales Lab for sales training and role playing exercises. If you would like more information on this program, please contact Dr. Dennis Bristow at 320-308-5125 or via e-mail at [dbristow@stcloudstate.edu](mailto:dbristow@stcloudstate.edu)



## Congratulations Fall Graduates!

Blake Boe  
Abdullah Bugshan  
Alzobaur Bugshan  
Zaid Ali Bugshan  
Cortney Busse  
Sydney Daniel  
Kaylen Eder  
Alton Gerold  
Kiely Hagen  
Travis Hall  
Daniel Haugdahl  
Karen Herron  
Grant Johnson  
Jacob Karlen  
Trent Montague  
Christopher Schmidt  
Travis Sharer  
Hilary Stanton  
Tyler Swanson  
Sara Swenson  
Kyle Tabatt  
Danyah Taha  
Katie Turner  
Nicholas Volkers  
Cole Wandersee

### *Dr. Garth Harris spotlight (continued)*

**Q: What's the best piece of advice you've ever received?**

A: In my swimming career, my coaches stressed that the process is more important than the results. The results will only come if you focus on the process. My other piece of advice comes from my Dad. Follow your passion because no matter what that will make you happy.

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

A: It started at an early age with my need to understand why things happen the way they do. I also love to shop, so I love trying to figure out why people buy the things they buy and why companies execute certain marketing strategies, like giving away free samples.

**Q: What projects were your favorites over your teaching career?**

A: I love having the students develop new product ideas because I am always amazed at the creative ideas they are able to come up with. My other favorite project is one where I have students run a bake sale or lemonade stand to raise money for a local charity. I like this project because it teaches students the selling process, promotion and that a product is more than a physical good.

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

A: "Shoot for the moon. Even if you miss you'll land among the stars." – Les Brown

It's been a busy fall for Husky AMA. We:

- Increased membership by 300% so far this semester
- Made a recruitment video, Welcome to AMA: <https://www.youtube.com/watch?v=3vowHGAubDI>
- Hosted Marketing Executives from Chipotle on September 23
- Volunteered at Pumpkin Fest by Lake George, the Career Day on campus and Adopt-A-Highway
- Held multiple career prep workshops
- Are working on the Ice Breakers Cool Blasts Chews national collegiate case competition
- Are relaunching our Website: [www.huskyama.com](http://www.huskyama.com)
- Are selling Husky AMA T-shirts! If any students or faculty are interested contact [tpmoretter@stcloudstate.edu](mailto:tpmoretter@stcloudstate.edu)

## Husky AMA Updates



### Pumpkin Fest

Left to right: Jasmine Grant, Ashley Haus, Rachel Scheck, Savvi Koy

