

Spring 2015

Department of Marketing News, Spring 2015

St. Cloud State University

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DEPARTMENT OF MARKETING NEWS

Spring 2015



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AMA Recognized as Top 30 Club

The Husky American Marketing Association (AMA) of St. Cloud State University traveled to New Orleans, Louisiana for the 2015 International Collegiate Conference held in the Sheraton Hotel on March 18 – 21. The conference included over 1,500 students. Students encountered a wealth of hands-on learning experiences including career skill workshops, networking, and competitions.

During the closing ceremony, our student-run organization was one of the Top 30 chapters among the 140-plus collegiate chapters participating at this year's conference. We were recognized for our outstanding performance in three functional categories: professional development, chapter planning, and membership. Annually, the executive board produces a chapter plan that integrates many of

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Message from the chair



Hello from the Department of Marketing!

I'm pleased to share with you some of the many exciting and positive happenings in our Department this semester.

Professors Titus, Harris, and Gulati traveled to Houston, Texas to present their research in professional selling and Professor Towner is working on an exciting international experiential learning opportunity for the students enrolled in one of our marketing communications courses.

We celebrated Professor Debra Kellerman's stellar career in the Business School with a retirement party in late April...thank you, Debra, for your contributions to our students, to the Department, to the University and to the community.

The Department's Professional Selling Specialization (PSS) and St. Cloud State University was recognized by the Sales Education Foundation as one of North America's Top Selling Universities once again in 2015. The PSS is dynamic and growing and we look forward to working

with more area firms as we move the program forward. We held our 2nd Professional Selling Competition on May 1 and, based upon the comments of participating students and the area sales professionals who served as judges and buyers in the competition, the event was a value added opportunity for everyone.

We also reestablished the General Business major (Fall 2015), which is housed in the Department of Marketing. This major is designed to serve students interested in pursuing a business degree with a broader focus than is provided by a discipline specific major.

These are just some of the positive and productive happenings in the Department of Marketing. My door is always open and I invite you to stop by with questions, ideas, or suggestions. So stop in and we'll talk excitement!

*– 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?





these components which is due to National AMA in the fall. Later in February, an annual report is designed to present the plan's results.

Speakers included the CEO of AMA, the CMO of the Miami Heat, a Brand Manager from Proctor & Gamble, the Global Director of Creative Strategy and Planning from the Coca-Cola Company.

Every fall, Husky AMA participates in a national market research case competition. Last year, the case sponsor was the Hershey Company's Take 5 candy bar. Two brand managers from the Hershey Company were able to speak creating the Take 5 brand re-launch. Students were able to see how their ideas have been used in the product re-launch.

Two Husky AMA members were also able to participate in a Consumer-

Packaged-Goods (CPG) camp, while another two members were able to participate in a marketing strategy competition.

All members had the opportunity to go to the Career Fair Luncheon, Cross-Fire Networking sessions, the Professional Selling Certificate program, and a college to career panel.

The top chapters also had the opportunity to speak on how to lead a successful chapter, and two members from Husky AMA were able to present on communications.

Husky AMA students who attended the conference include: Halle Weisman, Katie Banken, Landon Ostlie, Noah Bergan, Clara Boyle, Savvi Koy, and Courtney Hieb.

Congratulations to Husky AMA!

Husky AMA was recognized as

"Outstanding Professional Development Initiative"

by the Department of Campus Involvement for its work involving career skills and professional experience in a field.

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

Faculty spotlight: Debra Kellerman

Dr. Debra Kellerman began working at St. Cloud State in 1983 and has taught business communications and introductory general business classes. After 40 years of teaching Dr. Kellerman is "making a lateral move to the recreation area."

Q: Why are you passionate about teaching?

A: Because I worked hard to make sure the course materials were relevant and would be used in my students' own classrooms or in their career paths and I remained active in leadership roles in associations, I was honored as an Outstanding Educator from my undergraduate



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Left to right: Katie Banken, Courtney Hieb, Clara Boyle, Landon Ostlie, Noah Bergan, Savvi Koy, Halle Weisman

General Business Major Returns to Marketing

Beginning in Fall 2015, the Department of Marketing will house the General Business Major.

This program is designed to meet the needs of students seeking a diversified business background without extensive concentration in any single field. It is intentionally designed to give students maximum flexibility in course selection and to equip its graduates with multi career adaptability.

The General Business major also serves as a degree completion program for students and provides an efficient transition option for students seeking to transfer to SCSU from technical and community colleges.

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.



Karen Herron Named Student of the Term

Karen 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 Distribution Management. Studying the connections between product, price and promotion, and how they impact distribution, was very interesting.

Q: Why are you interested in marketing? Marketing is interesting to me because it is creative and interactive. I like change and marketing will need to continually evolve with the changing market.

Q: What is your dream job? My dream job is a professional selling position in an environment that provides opportunities for growth and career advancement.

Q: What's one thing you couldn't live without (personally or professionally)? My family.

Q: What are some of your accomplishments? I won awards at two different companies.



Congratulations Spring 2015 Grads

Alynda Her
Ashley Ann Arhart
Katherine Jo Banken
Danielle Ann Bardwell
Cullen Alden Berglove
Tyler Alan Bird
Michael Alan Arlo
Blumhoefer
Matthew Brian Boerner
LaKenya Nicole Brown
Philip Frank Burda
Breana Marie Canova
Matthew Dwyer Carlson
Dillon Michael Cox
Brittany Marie Dallman
Tiffanie Odessa Downare
Zachary Tyler Dunlop
Tanner Steven Evans
Sarah Therese Feldmeier
Brad Eugene Fischbach
Hailey Ashten Fredrick

Zachary Jack Fuchs
Kallison Margaret Funk
Tyler James Gerads
David John Gerlach
Aracely Iliana Guevara
Alynda Her
Tom Tomo Her
Brandon David Herdering
Courtney Ann Hieb
Jeremy James Howieson
Guled Ahmed Jama
Crystal Kathleen Kanduth
Valerie R Krueger
Ryan Patrick Meath
Cameron Kent Merchant
David Morley
Reed Ron Nelson
Duyen Doan Xuan
Nguyen
Landon Mitchell Ostlie

Nicole Lynn Paggen
Eryka Nicole Pluff
Andrew Michael Prochno
Matthew Joel Ritter
Connor David Rode
David Robert Rose
Ryan Alban Ruhland
James Edward Ryan
Marc Adam Severson
Lindsay Morgan Snare
Elizabeth Rose Steichen
Jacob Robert Stoll
Derek Freeman Strom
Taylor Morgan Thomas
Nicole H Tienter
Tristin Lynn Tuomie
Katie N Turner
Tucker Benjamin Upkes
Halle Weisman
Christopher Richard
Winter

Remembering Professor Tom Zupanc



Professor Tom Zupanc passed away on January 28, 2015 of mantle cell lymphoma. Since 2000, Prof. Zupanc taught business law and taxation at SCSU and was “a wonderful caring teacher [and] a scholar of tax law,” according to Dr. Kate Mooney. “He worked on campus to improve mediation. He had a stunning array of skills—teacher, scholar, peace maker, beer judge, amateur meteorologist, and athlete. I miss him and our students miss him.” Prof Zupanc also served as the Chair of the Marketing Department during his time here.

Prof. Zupanc was posthumously awarded the President's Civic Engagement Steward Award by the Minnesota Campus Compact. He was chosen for his dedication and service as a campus leader and community partner in establishing the VITA tax program with the Tri-County Action Program (Tri-CAP). The VITA program engages SCSU Accounting students to help prepare tax returns for low-income residents/citizens in central Minnesota, and resulted in more than \$3.5 million in tax refunds in 2014.



Dr. Debra Kellerman spotlight (continued)

institution, Bemidji State University, as well as a Distinguished Service Award for my contributions to my communities and my education. My most treasured award came from Delta Sigma Pi when they nominated me for and received, the national Distinguished Service Award from this Business Fraternity -- honor and recognition from students is the best! I also received an Outstanding Educator Award and a Distinguished Service Award from my professional associations in Business Education.

Image courtesy of M-Pics at FreeDigitalPhotos.net.

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**Study Abroad in
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May 9-23, 2016**

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Join our 2 week study tour and earn credit while you:

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- Expand your world view
- Enhance your employment opportunities
- Gain valuable business insight
- Add value to your college experience

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For more information contact:
Dr. Mark Schmidt (mark), CH 311
Dr. Whitney Johnson (wrjohnson), CH 417

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business communications al in their field." This onal, has led to b career opportunities, out the value and pective careers.

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Marketing
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