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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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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 2nd, 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
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!

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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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 4th and Saturday, December 5th, 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 (1st Place), Hunter Schultz (2nd Place) and Kyle Tabatt (3rd 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.

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.
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

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

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
- Are selling Husky AMA T-shirts! If any students or faculty are interested contact tpmoretter@stcloudstate.edu

Husky AMA Updates

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