



## PAGE FAMILY MARKETING CENTER

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Greetings!

October 30, 2007

We hope your semester has been going well!

This issue of the *Newsletter* is devoted to staff- and faculty-related information items and course offerings for Spring and Summer, 2008. Please attend carefully to both as you plan for the coming terms.

### ***Staff and Faculty Changes***

#### Welcome to Ms. Corrine Iverson!

By now most, if not all, of you have had the pleasure to meet Ms. Corrine Iverson. “Corky” as she prefers, comes to us from the Medical School where she was most recently an Administrative Assistant.

She replaces Ms. Lisa Spencer who during the summer left for “greener pastures” as she filled an opening as an Administrative Assistant in the School of Communication. Our thanks and gratitude for many years of service from Lisa, and our good fortune indeed to count Corky in our Department. She can be reached at 777-2224, and is available throughout the normal business day.

#### Welcome Dan Basom!

Similarly, we welcome Dan Basom as our new work study assistant! Dan is a Mechanical Engineering major and will be with us throughout the remainder of this year. Dan will be covering lunch time, and assisting Corrine and the faculty during heavy-demand periods.

#### Congratulations Dr. Askim-Lovseth!

We re pleased to announced that Dr. Mary Askim-Lovseth has recently received the prestigious *Morrison Faculty Fellowship Award*.

Mr. Morrison is a native of North Dakota and CEO of McCain’s Foods, a multinational food processor and distributor headquartered in Canada. A long-time member of the CoBPA Advisory Council, and now a member of the Alumni Foundation Board, Mr. Morrison received the highly coveted UND *Sioux Award* at *Homecoming* this year.

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Dr. Askim-Lovseth will carry the title and duties associated with this appointment for the next three years. Received in recognition of her superior contributions in the areas of teaching, research and service, the Department is proud of her accomplishments and grateful to Mr. Morrison for his support! Congratulations Dr. Askim-Lovseth!

#### Farewell and Thank You to Dr. Sheila Hanson!

Most all of our current majors have encountered Dr. Hanson in the required course *Marketing Research*, and some have taken *Advertising* with her as well. Dr. Hanson has recently been promoted into new and challenging duties in her primary home, the *Energy and Environmental Research Center* here at UND. As a result she must say *adieu* to Marketing, though it has not been without regrets. Join us in saying **Thank You** to Sheila for many semesters of service to the Department and to you, our majors. We wish her well in her new position!

#### Faculty Development with Dr. Jim Faircloth!

Last Spring the Faculty concluded a lengthy and very detailed review/report on the direction of the major. Included in the outcomes was an increased emphasis upon *branding* and the development of a new course on that topic. Dr. Jim Faircloth completed two on-site visits with *Buffalo Wild Wings* (headquartered in Minneapolis) and *Sobe Beverages* (headquartered in both Connecticut and New York) this Summer and early Fall. He has also now completed an extensive review of course-related literature, a new syllabus, and is finishing preparation of the course to be offered for the first time in Spring, 2008, as a *MRKT 440 Special Topics* course. Thanks to Jim for his dedication and considerable time on this task—our Department and your major are stronger for it! See below for the offering.

#### ***Course Scheduling for Spring and Summer, 2008***

As some of you are by now aware, developing an effective course schedule for the remainder of this academic year has been challenging! Our resources are very thinly stretched and we are not able to offer all that we would otherwise desire. However, it's not over until it's over, and we are still undertaking local recruiting efforts in hopes of finding a well-qualified instructor to add an additional elective to our offerings. This will not be made known until the middle of December, so stay tuned for an update at that time!

#### **Very Important Notes on MRKT 305 and MRKT 330.**

**Owing to the short staffing for Spring, the number of seats in MRKT 305 is very limited. This course will be allowed to fill to not more than 175 in total. And, enrollment will be in *stages*.**

At first, it will be capped at 110 students; then, you, as pre-Marketing majors, will be allowed to enroll, but only manually. Once that magic number (110) is reached, we will notify you by email and you will have one week (dates noted in that mail) to enroll.

In order to enroll as a pre-Marketing major, you will need to come into the Marketing Department and see Ms. Iverson. She will check your ID and ensure that you are a declared Major, and then she will issue you a number/form to manually get you into the course. Once this period has expired, you will only be able to enroll “by chance” for the Spring section, along with all other majors in the College! So, if you want this course in Spring, 2008, attend carefully to these and subsequent instructions!

As a backstop, MRKT 305 will also be offered in Summer, 2008, but this section will be able to accommodate only 35 students. It will again be offered in Fall, 2008, of course, but if you are a pre-Marketing major please enroll as early as possible in order to get off on the right sequence for scheduling classes.

You can also attempt to enroll early with all majors, but there is of course no guarantee that you will be successful. You should try, but don’t worry if you don’t get in at your first attempt.

**As to MRKT 330**, please consider taking this class this spring if you meet the pre-requisites. **We will at best be offering only one section of this course in Fall, 2008. Enrolling now is your best bet to stay on track for the major, since you cannot enroll in some required upper-level courses without having completed MRKT 310, 325, and 330. Do it now, if you can.**

**Stay tuned for an additional email and follow those instructions carefully!**

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**For sure, we will offer the following in Spring and Summer, as found below.**

**Spring 2008 Schedule of Marketing Courses**

| <u>Course #</u>  | <u>Rm</u> | <u>Course</u>        | <u>Instructor</u> | <u>Time/Day</u>    |
|------------------|-----------|----------------------|-------------------|--------------------|
| 201              | 3         | Personal Marketing   | Silvernagel       | 5-7:50<br>T        |
| 305<br>Section 1 | 1         | Foundations          | Faircloth         | 8:00<br>T/Th       |
| 310              | 145       | Consumer Behavior    | Askim-Lovseth     | 10-12<br>MWF*      |
| 311<br>Section 1 | 145       | Professional Selling | Tangsrud          | 8-9:15<br>T/Th     |
| 311<br>Section 2 | 145       | Professional Selling | Tangsrud          | 9:30-10:45<br>T/Th |

|                  |     |                                     |               |                     |
|------------------|-----|-------------------------------------|---------------|---------------------|
| 312              | 145 | Advertising                         | Lesch         | 10-12<br>MWF**      |
| 330<br>Section 1 | 355 | Marketing<br>Research               | Bateman       | 9:30-10:45<br>T/Th  |
| 330<br>Section 2 | 355 | Marketing<br>Research               | Bateman       | 11:00-12:15<br>T/Th |
| 396              |     | Directed<br>Studies                 | Lesch         | Arranged            |
| 397              |     | Cooperative<br>Education in<br>MRKT | Askim-Lovseth | Arranged            |
| 411              | 355 | Sales<br>Management                 | Tangsrud      | 12:30-1:45<br>T/TH  |
| 440              | 145 | Brand<br>Management                 | Faircloth     | 11:00-12:15<br>T/TH |
| 450              | 145 | Marketing<br>Management             | Bateman       | 2:00-3:15<br>T/TH   |
| 497              |     | Internships                         | Askim-Lovseth | Arranged            |
| 592              |     | Graduate<br>Research in<br>MRKT     | Lesch         | Arranged            |
| 595              |     | Graduate<br>Readings in<br>MRKT     | Lesch         | Arranged            |

**NOTES:** Spring would be an excellent time to embark on an internship! Please stop by to see Dr. Askim Lovseth in the coming weeks to investigate the process and discuss one or more possibilities!!

\* Offered first 8 weeks of the Spring Semester

\*\* Offered second 8 weeks of the Spring Semester

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**Summer, 2008 Schedule of Marketing Courses—all to be offered first 6 weeks**

<u>Course #</u>	<u>Rm</u>	<u>Course</u>	<u>Instructor</u>	<u>Time/Day</u>
305	TBA	Foundations	Tangsrud	10-12 M-Th
310	TBA	Consumer Behavior	Askim-Lovseth	8-10 M-Th
325	TBA	International Marketing	Lesch	10-12 M-Th
396		Directed	Lesch	Arranged

		Studies		
397		Cooperative Education in MKT	Askim-Lovseth	Arranged
497		Internships	Askim-Lovseth	Arranged
592		Graduate Research in MKT	Lesch	Arranged
595		Graduate Readings in MKT	Lesch	Arranged

NOTE: Summer is the traditional time for internships—again—please stop by to talk about these with Dr. Mary Askim-Lovseth! To the early bird—well, you know the rest...

**In Sum...**

This is shaping up to be a great semester. We continue to improve our curriculum and offer the best of Marketing to enable you to "...hit the ground running..." as you depart UND! There are challenges of course, but that is part of the business world as well.

Good luck with your courses! Stop by and talk with any of us if you have any questions!

***Marketing Faculty and Staff***