



## PAGE FAMILY MARKETING CENTER

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Greetings!

July 22, 2008

Hope your Summer is going well! This communiqué is devoted to really good news you can use as a Marketing Major here at UND!

### **Approvals to Search for Two Faculty in Marketing/News on Faculty**

This is a “good news, bad news” story from the *Marketing Department*. First, we are pleased to report that Dr. Jim Faircloth has recently been appointed Senior Vice President for Marketing by *ALERUS Financial Services*. Dr. Faircloth assumed those duties beginning July 1<sup>st</sup>, and will be responsible for the development and implementation of revised and expanded Marketing programs for this regional giant in the banking services industry. Jim’s duties include directing expansion efforts already underway into the Minneapolis-St. Paul markets, as well as responsibilities for the region surrounding Grand Forks. From the *Marketing Department*, congratulations, Jim!

Dr. Faircloth will be assuming revised duties for Fall, 2008, and will be able to teach an occasional course for the Department beginning Spring, 2009. This is described in detail below. **IF YOU WERE SCHEDULED TO TAKE CONSUMER BEHAVIOR, OR, MARKETING MANAGEMENT FROM DR. FAIRCLOTH THIS FALL, SEE THE REVISED SCHEDULE FOR THESE COURSES, BELOW. THIS IS VERY IMPORTANT INFORMATION FOR YOUR FALL, 2008 SCHEDULE.**

The Office of the Dean immediately authorized the Department to open a search for a replacement tenure-track faculty member for the line now held by Dr. Faircloth. This is now underway.

**In addition, the Department was pleased to learn in June that it was the recipient of a new tenure-track line effective Fall, 2009.** Both searches are now fully underway. Drs. Lesch and Askim-Lovseth will be conducting preliminary interviews in San Diego at the *Summer AMA Educator’s Conference*. These positions are open until filled, and a very good quality pool of applicants has begun to form.

### **Part-Time Lecturer Additions to the Marketing Department**

In recognition of the demand for our courses, the Department has been continually searching for highly qualified personnel to teach a range of courses. We are pleased to report that Mr. Greg Wald and Mr. Tom Wollin will be joining us for Fall, 2008.

**Mr. Wald** is currently the General Manager of *Odney Advertising's* Fargo office where he oversees all aspects of the firm's advertising, marketing research and public relations offerings. Armed with an MBA from the *University of North Dakota* (1995), Mr. Wald has also previously taught at *Minot State University*. He will be teaching MKT 305 during the Fall semester.

**Mr. Wollin** is a Marketing Manager at *Mattracks, Inc.*, one of the nation's largest aftermarket providers of retrofit track devices for wheeled vehicles used off-road. There he has been responsible for government sales, and the development of a large and very effective international marketing effort. *Mattracks* has its international headquarters in Karlstad, MN. Mr. Wollin has an MBA from *Minnesota State University-Moorhead* (2003), and will be teaching a section of Professional Selling in Fall, 2008.

Welcome, Greg and Tom!

#### **Developmental Leave for Dr. Mary Askim-Lovseth**

Provost Greg Weisenstein announced late Spring of his approval of Dr. Mary Askim-Lovseth's request for Developmental Leave for Fall, 2008. Congratulations to Dr. Askim-Lovseth!

This leave will enable Dr. Askim-Lovseth to spend nearly two months in Shanghai, China, teaching and conducting research at our partner institution, the *University of Shanghai for Science and Technology* (USST). She will be on-campus until late September assisting with placement of new interns/coop students, returning to perform those duties in early December. During her absence, all students should check with Dr. Lesch for any questions or issues that may arise.

Dr. Askim-Lovseth will be back on campus full time during Spring, 2009. Good luck in China!

#### **Revised Fall, 2008 Class Schedule**

If you were enrolled in Consumer Behavior-MKT 310, or Marketing Management-MKT 450 for Fall, 2008, pay close attention to the following revised class schedule.

**Consumer Behavior sections have been combined into one large section offered Monday evenings throughout the semester.** This course will now meet in Gamble Room 3, Monday evenings, and be conducted from 7 PM to 10 PM.

**Marketing Management has also been moved to a new time and place.** It will now be offered on Thursday evenings throughout the semester and be offered in Gamble Room 225, Thursday evenings and be conducted from 6-9 PM.

**PLEASE make every attempt to maintain your enrollment in these courses.** Spring, 2009 finds the Department short on faculty, and we are currently planning to offer only ONE SECTION of each of these classes—there will not be room to accommodate any “roll-over” enrollment from Fall, 2008.

If our recruiting goes as planned, we will once again be back at full staff beginning Fall, 2009.

**Questions? Concerns?**

Our able Advisors Judy Jahnke and Linda Duckstad are up to speed on all of this and stand ready to assist with any questions you may have. (777-2975)

Enjoy the remainder of your Summer!

Faculty and Staff, Department of Marketing