



PAGE FAMILY MARKETING CENTER

Where knowledge meets opportunity

Greetings!

December 8, 2008

The semester is winding down and as I'm sure you'll agree *not a minute too soon!* This issue of the Marketing Department Newsletter is devoted to updates on Spring classes and changes in Staff/assignments in the Department.

Spring, 2009 Class Roster

Staffing for the Spring semester has been quite challenging. The final roster is shown at the end of this Newsletter, and includes the expansion in size of both the MKT 312 and MKT 315 sections, to capacity of room 145 Gamble. We worked very carefully with Judy and Linda to ensure that all graduating Seniors received priority access to these classes as they attempted to fulfill required electives courses.

And, Dr. Faircloth agreed to an unusually large section of MKT 450 taught in the evenings to make sure that the capstone course was available to all who needed it. In order to accommodate this large section, the class has been moved to Gamble Hall, Room 5. Also note the time and day remain the same.

If you are still contemplating an elective for Spring, there are a few seats remaining in the late morning section of MKT 430, Relationship Marketing, and it may also be useful to have a conversation with Dr. Askim-Lovseth regarding possibilities for an internship.

Staffing in Marketing for Spring and Fall, 2009

Staffing for Spring, 2009 includes the return of Mssrs. Greg Wald (Odney Advertising-Fargo) and Tom Wollin (Mattracks-Karlstad). Mr. Wald will continue to teach MKT 305, and Mr. Wollin will be offering a section of MKT 311. Welcome back!

The Department is pleased to report that Graduate Assistant Rachel Lundbohm will have added duties beginning immediately. Drawing from her extensive and positive experiences with the student AMA Chapter at St. Cloud State University some years ago, Rachel will be assisting with the developmental aspects of Chapter plans in Spring, 2009, as Dr. Faircloth concludes his role as Advisor. Rachel will also be drawing upon the experience of Dr. Tangsrud during this time. [If you're not a member already, stop

by and see Rachel, or, contact Mr. Ben Goughnour (benjamin.goughnour@und.nodak.edu) for details on membership. Plans are well-underway for a second *Seminar Series* for the Spring, following the excellent response and strong reviews of our experience with *Metlife*, this Fall.

Thanks once again to Dr. Faircloth for his three-year role as Advisor to the AMA!

Fall, 2009 brings two new faculty to the Department! Their brief bios are found below...

Mr. William Martin is near-to-completing the PhD at *Mississippi State University*. His primary area of interest is in brand management, a focal component of marketing management and an emphasis in the Marketing Department. He has published a number of articles and conference proceedings.

Mr. Brent Baker is near-to-completing the PhD at the *University of South Florida*. His primary interest is in the area of sales and relationship management, an area of growth and development for the Marketing Department. He has a growing research record including book chapters and conference proceedings.

Some of you were involved in the very extensive process of faculty recruiting earlier this Fall. A recap of that process underscores the care that was taken in the recruiting process, tracing all the way to May, 2008, when the Department was authorized to begin searching for one, and later two, faculty members. Throughout the Summer a pool of nearly 100 possible applicants was developed and screened, resulting in more than two-dozen personal interviews in San Diego in August. From that group, an initial pool of seven faculty candidates were brought to campus for 3-4 days each in order to more fully consider their qualifications and promote the opportunity here, at UND.

The Department is quite pleased to welcome both William and Brent to the Department and community! They will be arriving on campus later in the summer and begin teaching in their respective areas this Fall. Stop by and offer a hearty hello!

Our very best for a safe and happy Holiday Season!

Faculty and Staff of Marketing



Course Schedule

MRKT 201

Personal Marketing

Tu 5:30PM - 8:20PM

UND Gamble Hall, Rm 270

Traci Kovar

01/12/2009 - 05/15/2009

MRKT 305
Marketing Foudations
Section 1
TuTh 9:30AM - 10:45AM
UND Gamble Hall, Rm 7
Connie Bateman
01/12/2009 - 05/15/2009

MRKT 305
Marketing Foudations
Section 2
Tu 6:00PM - 8:50PM
UND Gamble Hall, Rm 3
Gregory Wald
01/12/2009 - 05/15/2009

MRKT 310
Consumer Behavior
MoWe 8:00AM - 9:15AM
UND Gamble Hall, Rm 145
Mary Askim-Lovseth
01/12/2009 - 05/15/2009

MRKT 311
Professional Selling
Section 1
We 6:00PM - 8:50PM
UND Gamble Hall, Rm 145
Thomas Wollin
01/12/2009 - 05/15/2009

MRKT 311
Professional Selling
Section 2
TuTh 2:00PM - 3:15PM
UND Gamble Hall, Rm 145
Robert Tangsrud
01/12/2009 - 05/15/2009

MRKT 312
Advertising
TuTh 11:00AM - 12:15PM
UND Gamble Hall, Rm 145
William Lesch
01/12/2009 - 05/15/2009

MRKT 315
Retail Management
MoWeFr 10:00AM - 11:50AM
UND Gamble Hall, Rm 145
Mary Askim-Lovseth
01/12/2009 - 03/06/2009

MRKT 325
International Marketing

TuTh 8:00AM – 9:15AM
UND Gamble Hall, Rm 145
William Lesch
01/12/2009 – 5/15/2009

MRKT 330
Marketing Research

TuTh 2:00PM – 3:15PM
UND Gamble Hall, Rm 355
Connie Bateman
01/12/2009 - 05/15/2009

MRKT 396
Directed Studies In Marketing
TBA

UND Gamble Hall, Rm 175
William Lesch
01/12/2009 - 05/15/2009

MRKT 397
Cooperative Education
TBA

UND Gamble Hall, Rm 175D
Mary Askim-Lovseth
01/12/2009 - 05/15/2009

MRKT 430
Relationship Marketing
Section 1

TuTh 9:30AM - 10:45AM
UND Gamble Hall, Rm 355
Robert Tangsrud
01/12/2009 - 05/15/2009

MRKT 430
Relationship Marketing
Section 2

TuTh 11:00AM - 12:15PM
UND Gamble Hall, Rm 355
Robert Tangsrud
01/12/2009 - 05/15/20

MRKT 450
Marketing Management

Tu 6:00PM - 8:50PM
UND Gamble Hall, Rm 5
James Faircloth
01/12/2009 - 05/15/2009

MRKT 497
Internship In Marketing

Mary Askim-Lovseth
UND Gamble Hall, Rm 175D
01/12/2009 - 05/15/2009