



PAGE FAMILY MARKETING CENTER

Greetings!

April 8, 2008

This issue of the *Newsletter* is exclusively devoted to Course Schedules for Summer and Fall, 2008.

Background to Course Scheduling

The Department has been attempting to afford longer-term horizons for scheduling in an effort to enable you, our Majors, to better plan your coursework within the Major, as well as overall.

Unfortunately, we have been limited in our abilities to do so, as you have been experiencing, owing to both our success in curriculum improvements and a persistent shortage of funds for full-time faculty.

Please, bear with us as we attempt to obtain the funding necessary to adequately staff the major. We are at the moment doing all possible to secure the funds necessary to maintain **both** quality course experiences and the breadth of offerings to ensure a fully-formed Marketing major.

Many of you have experienced difficulties in registering for either electives, or, required courses. Please review your overall program of study with either of our able Advisors—Judy or Linda—before stopping by to see Dr. Lesch. We are all interested in seeing you graduate on-time, and will do what is reasonable and possible to keep you on track.

Notably, we have now also been able to add **one additional elective**, Marketing 412 Promotion Strategy, **for Fall, 2008**. Taught by Mr. Silvernagel this semester, as well as next, this is a great follow-on course to 312 Advertising, the latter a pre-requisite for 412. The department will carefully screen for December grads first.

Summer 2008

Course offerings for Summer, *First Six Weeks*, include:

Marketing 305	Foundations	Dr. Tangsrud	M-Th	10-12 AM
Marketing 310	Consumer Behavior	Dr. Askim-Lovseth	M-Th	8-10 AM
Marketing 325	International Marketing	Dr. Lesch	M-Th	10-12 AM
Marketing 397	Cooperative Education	Dr. Askim-Lovseth	Arranged	
Marketing 497	Internship	Dr. Askim-Lovseth	Arranged	

If you are able to take a Summer course—DO SO! This may well enable you to stay on track, and make the best use of your four-year horizon!

Fall 2008

The following schedule is “on tap” for Fall, 2008.

201	Personal Marketing	Kovar	5:30-8:20	T
305-1	Foundations	Bateman	9:30-10:45	T/Th
-2	Foundations	Wald	6-8:50	T
310-1	Consumer Behavior	Faircloth	9:30-10:45	T/Th
-2	“	“	11-12:15	T/Th
311-1	Professional Selling	Tangsrud	12:30-1:45	T/Th
-2	Professional Selling	Wollin	6-8:50	W
325-1	Int’l Marketing	Lesch	10-12	MWF
			1 st 8 weeks	MWF
-2	Int’l Marketing	Lesch	10-12	MWF
			2 nd 8 weeks	
330-1	Marketing Research	Bateman	12:30-1:45	T/Th
396	Directed Studies	Lesch	Arrange	
397	Coop. Education	Askim-Lovseth	Arrange	
411-1	Sales Mgt	Tangsrud	8-9:15	T/Th
-2	“	“	9:30-10:45	T/Th
412	Promotion Strategy	Silvernagel	2-3:30	M/W
450	Marketing Management	Faircloth	2-3:15	T/Th
497	Internships	Askim-Lovseth	Arrange	
510	Marketing Strategy	Nelson	6:15-9	M
510	Online	Nelson	7-9:45	T

592	Graduate Readings	Lesch	Arrange
595	Graduate Research	Lesch	Arrange

Notes

The MKT 330 Marketing Research will be available to Majors only. Maximum enrollment in all small sections, 35 each.

Changes, as they occur, will be announced via e-letter.

Best wishes for a good remainder of the semester!

Marketing Faculty and Staff