GREETINGS FROM THE CHAIR
Dr. Mary Askim-Lovseth

We hope all had a good holiday break and are enjoying your Spring semester classes. It seems that each semester goes by more quickly, so with that in mind, Summer should be here soon and the warmer weather!

We have some new faces in a few of our courses this year as we work on recruiting for the two positions left vacant by the departure of Drs. Bill Lesch and William Martin last Spring. Mr. Tom Wollin from the North Dakota Trade Office in Fargo has been teaching International Marketing; Mr. Greg Wald who has taught Marketing Foundations for several semesters, is teaching Advertising this Spring; and Ms. Sandi Luck, another one of our Marketing Foundations instructors, took on the additional role of teaching Consumer Behavior.

Work has begun on the Executive Seminar Series that will be offered later in the semester. The last two years, the focus has been on an experiential learning opportunity for sales students. The facilitator is a professional consultant who will work with about 20 students in identifying their sales personality and how that can be used and adapted when working with different buyer styles. Students have seen this as one of their most valuable learning experiences so watch for more on this later.

It is never too late to think about co-op and internship experiences as the opportunity to apply your skills and knowledge to marketing-related projects in a business setting. The value-added experience can set you apart in the pool of applicants for a position. According to the UND Employment Survey of 2012-2013 Undergraduate Alumni, respondents who reported being involved in a cooperative education or internship program while at UND had starting salaries that averaged $6,616 higher than those who did not have such an experience. How can you pass up that advantage! Know that in order to identify an internship as such on your resume, it must be linked to classroom work with learning goals and objectives. Sometimes students work for a company and the employer identifies it as an internship; without the linkage to academics, the work experience may not be of the caliber a student would want. Make sure that your work experience opportunities have value by using them as co-ops and internships. Companies then have accountability for what they provide. For more information about these opportunities, see the Department website, http://business.und.edu/departments/marketing/.

Hope your semester is off to a great start!
At the CoBPA Scholarship and Meritorious Awards Ceremony on October 3, several Marketing students were recognized as being scholarship recipients. These students received almost $64,000 in scholarship monies. That is awesome! The Faculty are very proud of the students’ academic accomplishments and send their congratulations!

Alerus Financial Scholarship
Kate Menzies

BGI Scholarship Endowment
Alexa Ely

Kathleen Branley Scholarship
Jaynie Kaiser
Elizabeth Denning

The Cholewa Sports Business Scholarship
Shane Lally
Emily Punt
Matthew Koken
Devan Maki

Jack and Yvonne Cronquist Scholarship
Nicholas Vitale

Dorothie Alm Dekko Endowment
Landon Bahl
Liesl Carlson

Jack & Karen Fontaine Endowment
Evan Moser

Harry A. Gershman Scholarship
Kate Menzies

Don & Joan Gorowsky Scholarship
Rachel Richter

O. M. Hager Leadership Award
Ashley VanderBush

John & Kaye Hoffert Scholarship
Landon Bahl

The M. W. “Bob” & Jean Kiesau Scholarship
Liesl Carlson
Justine Gab
Matthew Koken
Garrett Mahigan

Duane and Audrey Krohn Endowment
Elizabeth Denning

Lanterman Foundation Scholarship
Julianna Fennacy
Tucker Haffner
Nina Schwalk
Patrick Sewich

Carol VanBrunt Larson Scholarship
Liesl Carlson

The Greg and Cindy Page Scholarship
Shannah Henk
Kate Menzies
Eric Thomas

Gerald “Jerry” Ryan Memorial Scholarship
Jaynie Kaiser

E. E. “Mick” Simmons Memorial Scholarship
Shannah Henk

Vukasovich Foundation
Emily Punt

Jonathan and Amy Warrey Scholarship
Hayden Anderson
Julianna Fennacy

The Charles & Helen Whitlo Scholarship
ShannahHenk

Owen & Orison Young Memorial Scholarship
Liesl Carlson
SCHOLARSHIP TIME IS HERE

The past several years students in the Marketing Department have been very successful in securing scholarships that have been awarded through the Department and the College of Business and Public Administrations. You can see these results in the prior list of scholarship recipients.

All campus scholarship applications are run through the same system, academicworks, so this provides students an opportunity to do one application but have access to all that are available and in alignment with respective majors and scholarship requirements. You will be able to apply online through the Financial Aid Office and then be linked to other available scholarships within the major and CoBPA. Additional information about those specific to the Marketing Department can be found on our website, http://business.und.edu/departments/marketing/.

The application process has begun and the **deadline for all scholarship applications is March 1, 2015**.

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DR. BAKER HONORED

Dr. Brent Baker has established an exceptional research record during his tenure within the Department. As a result, Dr. Baker was the recipient of the College of Business and Public Administration’s 2014 Junior Faculty Scholarship Award at the CoBPA Scholarship and Meritorious Awards Ceremony this Fall.

The College’s Junior Faculty Research Award is intended to recognize outstanding scholarship among junior faculty in the College. During the period under consideration for this award, Dr. Baker’s research portfolio included multiple publications and conference presentations, including a Best Paper in Track Award.

Please join us in congratulating Dr. Baker on his accomplishment!