

# PAGE FAMILY MARKETING CENTER

WHERE KNOWLEDGE MEETS OPPORTUNITY

## 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!

## SCHOLARSHIP RECIPIENTS

2014-2015

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**

Shannah Henk

### **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.**

## 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!

