WHY SHOULD AMERICAN COLLEGE STUDENTS CARE ABOUT INDIA, CHINA OR BRAZIL?

A MESSAGE FROM THE CHAIR

As I write this article for the VCU School of Business Marketing Department newsletter, I am in India finishing my teaching assignment with 23 MBA/MS in Global Marketing Management graduate students at Christ University of Bangalore. They are part of a 49 student contingent studying marketing and finance at VCU’s School of Business during the 2012-2013 school year. Most will return to India after graduation to seek jobs there. Dr. Van R. Wood, Professor of Marketing and program coordinator, says it is “designed for those interested in learning skills needed for successfully working as marketing managers in the global environment.”

In the context of the global environment, Brazil, Russia, India, and China are often referred to as BRIC countries with a well-educated, growing middle class. In fact, these countries are playing a key role in the global economy when most nations of the world have struggling economies. And students from all of those countries make up the rich diversity of VCU. With a population almost equivalent to New York City (8 million), Bangalore is India’s 5th largest city. It is an energetic and bustling cosmopolitan city rich with history. And it is known as the “Silicon Valley” of India, because U.S. firms such as Oracle, Dell, Intel, HP and others have software operations located here.

This past spring, Mr. Kenneth Svendsen, Senior VP of Sales for Hilton International was a recent guest speaker to the VCU Sales Managers Forum. Noting VCU’s diverse student population, Svendsen emphasized that it is important for young people in their academic studies to learn and understand the global economy. At the VCU School of Business, the goal is to provide students with broad-based knowledge of business functions in the 21st century.

The VCU School of Business meets this challenge by offering a variety of international business courses and programs, the International Business Forum, and is currently pursuing partnership programs with other universities from India, China, Greece, The Czech Republic and Cyprus. Whether by studying abroad (see your undergraduate adviser or the VCU Global Education Office see http://www.global.vcu.edu/)) or simply taking the opportunity to meet a person from another country and culture, I urge you to take advantage of VCU’s growing international presence.

Rebecca Jones Managing Editor
Josh Wilberger Senior Writer

2012-2013 American Marketing Association (AMA) Officers

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MKTG Majors Win AMA Scholarship Awards

1st Place: Pauline Singleton ($5,000 )
2nd Place: Kimberly McCollough ($2,000 )
3rd Place: Khanh Pham ($500 )

2012 Department Awards

Student of the Year: Danika Mansfield
Distinguished Service Award: Kyle Gigliotti

Dr. Michael W. Little
Chair, Department of Marketing
In higher education, change is a constant. College students are no strangers to changing their major once, if not several times, during their undergraduate career. Even within the marketing major at VCU there are several tracks to choose from.

Imagine earning two degrees in one discipline, but then pursuing a completely different field of study for your Ph.D. Unheard of? This is the case with Dr. Kenneth Kahn, Professor of Marketing and Director of the VCU da Vinci Center for Innovation.

After earning a Bachelor’s degree in Industrial Engineering from Georgia Institute of Technology and Master’s degree in Industrial Engineering from Virginia Tech, Dr. Kahn expected to pursue his doctorate in the same field. But one professor changed that: Dr. William Souder, Professor of Industrial Engineering at the University of Pittsburgh.

“Dr. Souder was passionate in what he did. He brought in executives from leading companies to show theory as it applies to actual problems. Seeing engineering’s commercial side made me see the confluence of technological and commercial opportunities.” said Dr. Kahn.

These insights inspired Dr. Kahn to pursue his Ph.D. in Business with a concentration in Marketing. Now an internationally recognized marketing scholar in the field of product development and innovation, Dr. Kahn is the author of two books, “Product Planning: Essentials” and “New Product Forecasting: An Applied Approach.”

More recently, he was named one of the World’s Top Ten Innovation Management Scholars by the Journal of Product Innovation Management. He passes off the personal credit.

“It’s not about me. It provides distinction and brings attention to the university.”

A new initiative certain to bring distinction to the School of Business is the development of the Master of Product Innovation program. The program advances understanding and competence in product innovation, with a focus on collaboration and interdisciplinary thinking

The 30 credit hour program begins with a two-week camp prior to the start of the first class and culminates with a hands-on, year-long master project.

The Master of Product Innovation is the first program of its kind in the U.S. The only comparable degree is offered by the University of Brighton in the United Kingdom.

With companies increasingly relying on teamwork to innovate to grow business, the program is designed to train the next generation of product managers, team leaders, and entrepreneurs. Students anchored in one discipline are shaped to be able to span boundaries and work effectively with other departments.

In today’s economy, innovation is at a premium. How can people enhance their ability to innovate? According to Dr. Kahn, a key to innovation’s nourishment is an open environment where employees are open to risk and are comfortable doing something different.
MKTG Alumni Spotlight: Kwaku Osei

"While I was at VCU, I got involved and took many leadership positions in student organizations and even created one of my own [The Established Leaders Club]. I used my passion for entrepreneurship and leadership as well as my involvement with the VCU community to become more engaged with the Richmond community," he says.

What advice does he have for students who would like to work in the consulting field?

“Your job search to get involved in consulting begins now – even if you’re a freshman! It’s never too early to begin networking and building relationships in the field and within the companies you wish to work at.”

Full interview: http://www.business.vcu.edu/marketing/1154.html

JOHN MARIN, KHA TRAN RECEIVE SCHOLARSHIPS FROM VCU SALES MANAGERS FORUM

Sponsored by the Department of Marketing, in cooperation with the Center for Corporate Education, the VCU Sales Managers Forum is a consortium of senior sales executives of Central Virginia firms. John Martin, CEO of the Southeastern Institute of Research and the Boomer Project, discussed several generations key to workplace diversity at the April Forum.

The session’s culminating event was the presentation of $500 scholarship awards to two outstanding students. John Marin, a senior marketing major and president of AMA at VCU, received one of the awards. John is a past sales intern at Trane Corporation and upon graduation will begin his career in the Accelerated Development Program for Ingersoll Rand. The second recipient was Kha Tran, a May 2012 graduate who was recently hired as a sales rep with Hershey.

These students were selected for this honor because of their outstanding academic record, as well as their demonstrated aptitude for the sales profession. Both showed promise in this field through their excellent performance in MKTG 435 Personal Selling and Sales Management and MKTG 491 Topics in Marketing: Advanced Selling and Sales Management.

These awards are made possible by scholarships funded by VCU Sales Managers Forum Patron Companies: Altria Group Distribution Company, Covington Travel, DuPont, MeadWestvaco, and Verizon Communications.


Research Opportunity with Dr. Vivian Dzokoto

MKTG Students Invited to Assist in Research on Mobile Money in Ghana

What’s in your wallet? Probably cash, Ram Bucks, and a credit card. Thanks to mobile phone technology, they can be “carried” on your cell phone!

In many developing economies, Mobile Money - a cell-phone based branchless banking product – is becoming increasingly popular as a means of money transfer and payment for goods and services. Dr. Vivian Dzokoto of VCU’s African American Studies Department is studying uptake patterns and barriers to Mobile Money usage in urban Ghana. VCU Marketing students interested in Consumer Behavior and International Markets, are invited to assist Dr. Dzokoto in data analysis, literature reviews and in formulating research questions. No prior research experience is necessary. A semester-long commitment is required. Interested students may contact Dr. Dzokoto at vdzokoto@vcu.edu. NOTE: Students must have a 3.0 GPA to be eligible for this project.
Marketing Department Events

VCU SALES MANAGERS FORUM
Friday, September 28, 2012
BUILDING YOUR BUSINESS THROUGH BUILDING YOUR CLIENT’S BUSINESS
Sales Managers Forum Welcomes Craig Johnson, President & CEO of Altria Group Distribution Company
Creating customer alignment depends on a deep and thoughtful understanding of your company as well as your customer. Craig Johnson will share how his company approaches customer alignment, and the opportunities this approach creates for mutual success. He will also reveal the key areas of inspection that any company must undertake in order to achieve mutual success through shared business goals.

For more information, visit “Corporate Partnerships” on the Marketing homepage http://www.business.vcu.edu/marketing.html

Anthony Heyman
President
Converged Solutions
Verizon Wireless

THE VERIZON SPEAKER SERIES
Wednesday, October 3, 2012
VERIZON SPEAKER SERIES
The Changing Landscape of Technology and Consumer-Driven Innovation

This popular series continues on October 3rd as VCU Marketing welcomes Tony Heyman, President of Converged Solutions for Verizon Wireless.
Mr. Heyman will discuss evolving technologies in the mobile industry, impacts of the expanding role of the consumer in the innovation process, and the opportunities and strategies that these market changes present.
October 3, 3:00 - 3:45 P.M. / Snead Hall B1115. Reception following in Snead Hall Atrium. RSVP at mktgdept@vcu.edu or 828-1618

Craig Johnson
President & CEO
Altria Group Distribution Company

Location for all VCU School of Business Events: VCU School of Business, Snead Hall 301 West Main Street

More Information: Contact Michael Little, Ph.D. (804) 828-3190/mwlittle@vcu.edu or Rebecca Jones (804) 828-7144/jonesre2@vcu.edu