I am pleased to report on the progress of a new university-community partnership with Richmond area senior level marketing executives called the VCU Marketing Roundtable. A newly established Founding Advisory Board (see link at http://business.vcu.edu/marketing/3569.html) and member corporations work with the VCU School of Business Department of Marketing to develop industry topics that foster thought leadership in the field. Business issues that the senior executives will address in the upcoming year include such topics as: “Imagination and Vision in Marketing”; the “Future of Marketing”; and “Marketing and the Digital Divide.” Executives will discuss how these issues affect growth, productivity, shareholder value and creating a competitive advantage from their respective firm’s viewpoint. Faculty will share findings and insights from their latest research on these topics, as well.

Members benefit by networking with their peers and developing professionally in meetings that also include select Marketing and Brandcenter faculty. The Department of Marketing benefits by staying abreast of industry trends. Students benefit from scholarships and the opportunity to interact with executives.

These relationships are an important part of VCU’s mission to advance knowledge and student success. Learn more about the Marketing Roundtable, as well as the Sales Management Forum and the Verizon Speaker Series, under “Corporate Partnerships” on the Marketing Department website at http://business.vcu.edu/marketing/3227.html.
The final session of the day, “Supply Chain Management and Open Innovation,” was designed for undergraduate students of Supply Chain Management, as well as graduate students in the Master of Global Marketing Management and the da Vinci Center Master of Product Innovation programs.

Dr. Di Benedetto has been named one of the 50 leading research scholars worldwide in Innovation and Technology Management by the International Association of Management of Technology. He is the Editor-in-Chief of the Journal of Product Innovation Management and co-author with Merle Crawford of New Products Management, published by Irwin/McGraw-Hill and currently in its tenth edition.

These programs were sponsored by the Charles G. Thalhimer Scholar-in-Residence Program. The Thalhimer Scholar-in-Residence Program is part of the Thalhimer Family Endowment, established in 1984 by Charles G. Thalhimer to support Virginia Commonwealth University. The Scholar-in-Residence program brings distinguished scholars from other universities to the VCU Campus for up to two days of activities. Designed to give students and faculty an interactive experience, the Scholar-in-Residence program also provides a forum for alumni, Richmond's business community and industry professionals to gain valuable insights into a variety of academic topics.
The Marketing Department congratulates the 2013-2014 recipients of VCU Sales Management Forum scholarships. Marketing majors Madeline Anby, Christopher Muckey, Jerry Cappa, and Jason Choi received scholarships funded by the Sales Management Forum Patron Sponsors.

The VCU Sales Management Forum Scholarship is awarded to Marketing majors with outstanding academics and a commitment to the sales profession. The VCU Sales Management Forum Patron Sponsoring companies, whose gifts help support the education of the next generation of sales executives, are Altria Group Distribution Company, DuPont Sustainable Solutions, McKesson, MeadWestvaco, Southern Wine and Spirits, and Verizon.

Marketing students have also received scholarships from the Target Corporation. In addition to sponsoring a case competition and a diversity workshop, the Target Diversity Grant to the Marketing Department also funds scholarships for outstanding Marketing students who are interested in retailing as a career. Marketing majors Darius Smith and Zoe Lawrence received the 2013-2014 Target Scholarships.

Assistant Professor of Marketing Dr. Jodie Ferguson recently received the 2014 VCU School of Business Distinguished Teacher Award. This award is presented by the VCU School of Business Faculty Council.

Since joining the VCU faculty in 2008, Dr. Ferguson has taught undergraduate and graduate courses. She also received a grant from VCU’s Center for Teaching Excellence to support a new course in Experiential Marketing. The Experiential Marketing course focuses on cultivating “positive, personal brand interactions with consumers through product and service offerings, communication, and staged experiences.”

At the April 11, 2014 VCU School of Business Awards Ceremony, Dr. Ferguson was commended for her emphasis on student engagement in the classroom and her innovative methods of presentation and selection of supporting experiences for students.

“Too often we hear students say they are learning how things ought to be, but not how things actually are in the real world, and how to handle real world problems,” says Dr. Ferguson when asked about her teaching philosophy. “I strive to prepare students for these real-world related situations, by giving them the tools needed to make good marketing decisions.”
THE VCU SALES MANAGEMENT FORUM*

Information Overload: Navigating the Increasing Flow of Information
Friday, September 26, 2014
12:00 PM—2:30 PM

Presenter: Brian Keller
Director of Sales Force Development, McKesson
*For more information about membership in this senior executive program, see our website at http://business.vcu.edu/marketing/salesforum.html

THE VCU MARKETING ROUNDTABLE*

Imagination and Vision in Marketing
Friday, October 3, 2014
11:30 AM—1:30 PM

Thought-Starter: Todd Fister
VP for Strategy, Marketing and Design, MWV
*For more information about membership in this senior executive program, see our website at http://business.vcu.edu/marketing/3227.html

Target Executive Team Leader—HR Jamal Mitchem and Target Store Manager Catherine Vega at the 2013 Target Diversity Workshop.

TARGET DIVERSITY WORKSHOP
Wednesday, September 17, 2014
The Marketing Department will host a Target Diversity Workshop on September 17. Representatives from Target, a recognized industry leader in promoting diversity, will discuss how Target’s culture of inclusion delivers a superior customer experience. This workshop is funded through a Target Diversity Grant awarded to the Marketing Department and the School of Business Career Center.