It is finally Fall here in Wilmington, and what an interesting Fall it has been! We started the semester, we paused for about a month due to Hurricane Florence and now we are in full swing again with classes, research, student involvement and all the things that make campus life so exciting. Our last Marketing Messenger was about nine months ago and much has happened since then. It was wonderful hearing from so many of you in response to it. I hope you enjoy catching up with the Department of Marketing again in the following pages.

There have been many changes last academic year and there will be more in the foreseeable future. In this Fall edition of the Marketing Newsletter, you’ll be introduced to another new faculty member, Dr. Shaoling “Katee” Zhang, see some of our outstanding Marketing students and grads and hear updates about our Center for Sales Excellence & Customer Delight under the leadership of Dr. Vince Howe, the director. There are so many opportunities for students to get involved with this new center, to participate in one of many internships, to attain certifications, to study abroad and to forge their own unique paths as they prepare and develop skills for their careers.

So many of our graduates note that our faculty have had a significant impact on their lives during their college years. To help you stay connected with us, here are a few updates. Dr. Tracy Meyer continues to teach classes online Dr. Don Barnes has been awarded a research grant for the upcoming year, so he’ll be coordinating Customer Delight research with several faculty from different disciplines. Dr. Shu Chakrabarty finished his last semester here in the spring and has joined the faculty at the American University of Kuwait. Dr. Brian Kinard was promoted to Full Professor. Dr. James Hunt actively coordinates our Marketing and Sales Advisory Board. Dr. Fredrika Spencer is working with students to help market the newly reformed Cucalorus event rebranded as SparkILM!

Thanks to all of you who already support the Department of Marketing. We sincerely appreciate it. If you have any questions about what is going on here or would like to get involved by hiring our students, providing internships, providing study abroad or marketing specific scholarships or getting connected with our new center, please do not hesitate to contact me at SCRIBNERL@UNCW.EDU, or call me at 910.962.3814. Please make checks payable to UNCW and remember to designate your gifts for the Department of Marketing.

Happy Fall to all of you!

Dr. Lisa L. Scribner
Director's Corner:

The Center for Sales Excellence & Customer Delight is proud to announce that we have our first two sponsors: Syneos Health (www.syneoshealth.com) and The Select Group (TSG) (www.selectgroup.com). Funding from TSG and Syneos will allow us to accelerate our sales professional activities and assist our students in preparing for their Sales Careers (e.g., hosting and attending sales contests, attending professional sales conferences, updating our role-play facilities and software, hosting events where recruiters and students can engage). Syneos Health’s contribution will also allow the Center to award its first Sales Scholarship to the Junior who wins our first Internal Sales Contest. Both TSG and Syneos Health will have their firms’ names engraved on our Founding Sponsor plaque, that will be permanently placed in our Sales Center facility. Join me in saying THANK YOU to Syneos and TSG!!! I would also like to thank Josh Glover, EVP Sales nCino, for hosting our Internal Sales Contest and providing judges to assess the students’ Role-Play Internal competition.

This competition is a great engagement for all of us and clearly a valuable experience for our students. Again, the winner of this Internal Sales Contest will win the first ever Syneos Health Scholarship. Given our PSE students’ performance in PSE Regionals in Atlanta (6 of 8 individual awards went to our PSE students), competition for the scholarship should be fun. PSE is a Professional Sales & Marketing Student Fraternity - more information on their accomplishments can be found in the Marketing Dept. Newsletter and this website.

I recently attended our first ever University Sales Center Alliance (USCA) Fall meeting in Terre Haute, Indiana (Indiana State University hosted….Larry Bird fame). We were admitted as Associate Members last May and honored at this meeting. Only 54 universities globally are members of USCA whose organizational objective is to enhance all Professional Sales stakeholders by sharing information on professional sales trends, technology, sales enablement, educational processes, and much more. Learning best practices from established USCA programs will certainly help to accelerate our learning curve.

In addition, our membership in USCA has kept my phone ringing from firms who are looking for the best and brightest Professional Sales Students….a win-win for everyone. Finally, be aware of our upcoming “Sales Enablement Technology Forum” to be held Wednesday, March 13th at 6pm during Business Week. I would encourage all readers to attend and gather knowledge on one of the hottest topics in Professional Sales - Sales Enablement. The sales profession is becoming more demanding due to the increased information available to the Buyer, the focus on Team Sales, and Account Based Marketing. All of these trends and more are increasing the need for effective sales enablement, training, and on-boarding processes. This forum will be a great nexus to discuss and share our experience with all Professional Sales stakeholders. More information is forthcoming.

Vince Howe, Director – Center for Sales Excellence & Customer Delight
Outstanding Marketing Students

The marketing department would like to congratulate our Outstanding Graduates for Spring 2018, Gessica Vallone for Professional Selling, and Helena Balk for Marketing Strategy. Rebekah Banks is being awarded with the EM West Award. Congratulations on all your hard work and achievements! We asked them to reflect on what UNCW means to them, here is what they have to say:

"UNCW has been an important part of my life because it has helped me grow. From freshman year to now I can say I have changed and grown a lot, and for the better. The supportive faculty, stimulating courses, and variety of other clubs and activities have given me many opportunities to find my niche and to thrive. Though I am graduating, UNCW will always be special to me because of all I have learned here about marketing & economics, about myself, and about others."

"UNCW to me means exceeding personal and academic goals. My past four years have proved to me that I can accomplish great things with dedication and the willingness to constantly push myself further. It is a place where hard work is recognized and rewarded. More importantly, it is a place where memories made with classmates and professors are irreplaceable and will always be cherished."

Top 10 Students

We would also like to mention the top 10 students in the marketing concentration for Fall 2018! Congratulations on all of your hard work!

- Kendall Bender
- Leonie Gast
- Eva James
- Caleb Mabe
- Luisa Rohland
- Jenna Woodward
- Nicole Amato
- Martha Chase Crain
- Mary Beth Jackson
- Carlee Boyd

CSB.UNCW.EDU/MKT
Welcome Dr. Shaoling Katee Zhang

The Marketing Department is pleased to welcome Dr. Shaoling Katee Zhang to the Marketing family. She currently teaches Principles of Marketing, and next semester she will teach a new digital marketing class that utilizes hands-on classwork and case studies that analyze data from real companies to illustrate the importance and popularity of digital marketing in modern business. Dr. Zhang is excited to join the Marketing team at UNCW because it is a growing, open-minded school with a friendly “neighborhood” environment. Dr. Zhang received her undergraduate degree from Sun Yat-sen University in China. She then received her Master’s degree in management science and engineering, also from Sun Yat-sen University. Lastly, she received her Ph.D. in marketing from University of Massachusetts Amherst. She has been published in several journals, including Electronic Commerce Research and Applications and Management Decision. In her free time, she enjoys participating in a variety of outdoor activities including biking, hiking, and playing badminton. She also enjoys shopping, reading Harry Potter books, and travelling. Please show Dr. Zhang a warm UNCW welcome!

Mr. Bob Pious was recently a recipient of the 2017-2018 Discere Aude Award for outstanding mentoring of students on behalf of the Center for Teaching Excellence and Center for Faculty Leadership. All nominees are submitted by UNCW highest-achieving students and vetted by members of the CTE and CFL Advisory Board. The marketing department is proud of Bob Pious for all his hard work. He is a true asset not only to the marketing department, but to the university as a whole.

Congratulations!

The marketing department is excited to announce that Dr. Don Barnes was awarded the Chancellor’s Teaching Excellence Award this year. This award recognizes all aspects of excellence in teaching and in teaching-related activities that foster student’s desire for lifetime learning success. Here are a few comments provided by students that illustrate his hard work and dedication: "Dr. Barnes is the best professor I’ve ever had at UNCW. He makes us work hard, but we learn so much."
"He goes above and beyond by motivating students, showing that he genuinely cares about our learning and success, and by always being available to answer questions."
Our Students

PSE

Every fall Pi Sigma Epsilon Headquarters puts on Regional Conferences across the nation. This year PSE - Delta Tau Chapter had the privilege of attending the conference in Atlanta, Georgia, along with other schools across the South/Atlantic region. All 17 Delta Tau members participated in the Liberty Mutual Pro-am Sales Competition as well as the UPS Marketing Competition. This experience was monumental in the personal growth of individual members in attendance as well as for the chapter as a whole.

The Pi Sigma Epsilon - Delta Tau Chapter represented UNCW as well as the Cameron School of Business in an extreme fashion while at the Regional Conference. We were able to secure 6 of the 8 finalist spots for the Pro-am Sales Competition with Andy Gates winning 1st place and Brian Whitman winning 2nd place. In terms of the marketing competition, Delta Tau also had 3 members on the winning team for that competition. Overall, we could not be more proud of the way we were able to represent the university as well as the Cameron School of Business.

Independent Studies

Balma Sales Diaz is a Spanish TABSA student who wrote her Honors Thesis titled, “The Success of Blockbusters: Factors and the Role of Star Power.” Her research focuses on exploring some changing trends in American cinema, analyzing the impact of marketing blockbusters, and examining their differentiation with other mainstream and independent films. She also examines the significance of actors in a movie and how their performances influence the picture as a whole.

Artur Simonyan Hovakimyan is a Spanish TABSA student who wrote his Honors Thesis titled, “Fan Loyalty in the Football (soccer) Industry.” His research focuses on the “Big 5” Major European Football Leagues. His study explores the insights of a football fan and what makes them loyal to their team. Some elements studied include the main reasons and motivations to be a fan of a particular team, different fan types, and factors that make a fan loyal. This information can be leveraged based on loyalty to increase profits for the industry.

Helena Balk is a German TABSA student who wrote her Bachelors Thesis titled, “The Effects of Reward-Based Labeling on Millennials’ Purchase and Post-Purchase Behavior.” Her research introduces reward-based labeling techniques as an approach to get the attention of Millennials directly at the point of sale. The goal of reward-based labeling is to attract Millennials by positively influencing their attitudes towards the product and packaging by positioning it as a reward for an accomplishment or as a means of delivering an emotional benefit.
New York City Trip

The twelfth annual trip to New York City will take place this coming December 16-19! This trip is sponsored by the UNCW Department of Marketing and Department of Economics and Finance. Students will have the opportunity to visit several large institutions in the city including, Dentsu Aegis, News America Marketing, Yelp, First Data, Madison Square Garden Company, and more! During these visits, students will have the opportunity to observe job and internship prospects, as well as learn about the applications of marketing and international business in their operations. Additionally, students will be able to attend a mixer with Cameron School of Business alumni that live in the area. If you are living in New York, please let us know so we can include you in the mixer.

For questions, please refer to:

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Giving to the Marketing Department

Your donation to the department helps support student activities, faculty research, operations of the Sales Lab, and other expenses.

Please visit www.uncw.edu/giveonline to make a credit card donation, and don’t forget to select the Marketing Department as the area to support. If you prefer to send a check, please contact Dr. Lisa Scriber at scribnerl@uncw.edu for mailing information.

Thank you for supporting the Department of Marketing!

For any questions regarding this publication, or if there is anything you would like to see featured here, please contact Dr. Lisa Scribner at scribnerl@uncw.edu.