One of the things I love about UNCW is that it is a place where new things are always happening. New buildings are going up on campus. New parking lots are being paved. New graduate programs are being offered in the Cameron School of Business (Business Analytics and Finance & Investment Management). And, of course, we have new things happening in the Department of Marketing!

Under the leadership of our Director of the Center for Sales Excellence & Customer Delight, Vince Howe coordinated the first annual Internal Sales Contest at nCino. Three students won scholarships provided by some of our sponsors. Additionally, Dr. Howe coordinated our first Sales Forum as a part of Business Week. You can read all about these events and many more in the following pages.

We continue to provide applied learning opportunities for our students. The NYC trip in December allowed Dr. Kinard, Dr. Pelletier and I to take 20 of our students to visit the following companies: Syneos Health, Madison Square Garden Co., First Data, News America Marketing, Dentsu Aegis Network and Yelp! Additionally, this year students participated in the Prague Consultancy trip, where they worked with ISOline, a sports energy drink company.

Thank you to all who have supported the Department of Marketing in any way. We all appreciate it and we count on your financial contributions to continue to develop even more new opportunities for our students. If you haven’t yet supported the department, please consider joining us and asking whether your employer might match your gift.

We look forward to seeing you on campus or at a future event soon.

Dr. Lisa Scribner
Outstanding Marketing Students

The marketing department would like to congratulate our Outstanding Graduates for Fall 2018, Andrew Snail for Marketing Strategy and Kelsey Lee for Professional Selling. Congratulations on your hard work and achievements!

Top 10 Students Spring 2019

We would also like to recognize the top 10 students in the marketing concentration for Spring 2019! Congratulations on all of your hard work!

1. Kendall Bender MKT - Marketing Strategy
2. Leonie Gast MKT - Marketing Strategy + FIN
3. Eva James MKT - Marketing Strategy
4. Caleb Mabe MKT - Professional Selling
5. Luisa Rohland MKT - Marketing Strategy + INB
6. Summer Jacobs MKT - Marketing Strategy + FIN
7. Nicole Amato MKT - Marketing Strategy
8. Jenna Woodward MKT - Marketing Strategy
9. Alaina Fink MKT - Marketing Strategy
10. Martha Chase Crain MKT - Professional Selling
Our Staff

Congratulations to Susanne Dieppa for earning the UNCW Staff Award for Excellence! The award appreciates and celebrates UNCW employees who go above and beyond their normal duties, working toward building an even greater campus, community and state. Each year, UNCW honors outstanding staff employees who exemplify such service and Susanne Dieppa was one of the nominees for Human Relations. Mrs. Dieppa started working in the Marketing Department almost 7 years ago, in October of 2012. Her favorite thing about her job is the family environment that has been cultivated within the department. She says that the people in the department make her genuinely enjoy coming to work every day, and that the people at work really feel like her second family. She loves how everyone in the department gets along and works well together, and she says that people in the department take care of each other and treat everyone the same regardless of position. Apart from working in the Marketing Department, Mrs. Dieppa is a busy mom, and she spends a lot of her free time taking her son to his football and soccer games as well as volunteering at her church. When she isn't doing that, she enjoys going to the gym, hosting guests at her house, and volunteering with Meals on Wheels. Congratulations, Susanne, for a job well done!

New Classes

Advanced Sales

The new Advanced Sales class takes a deep dive into the ideas and concepts found in the 348 Professional Sales class. Students take an extensive look into top-selling sales books and engage in role-playing exercises based on real-world selling scenarios. Students lead other classmates in the discussion of sales topics. The Advanced Sales class is also planning more interaction with the Center for Sales Excellence and Customer Delight for the full semester. This class is taught by Dr. Mark Pelletier.

Digital Marketing Analytics

The Internet is a dynamic marketplace. The Digital Marketing Analytics course has been recently created to give students the theoretical understanding of the Internet marketplace necessary to adapt to its many changes, while also equipping students with the skills they’ll need to perform vital daily business functions. This course strives to introduce students to the latest topics on digital marketing, including web design, web analytics, search engine optimization, search engine marketing, online advertising, email marketing, social media, reputation management, and mobile marketing. Moreover, this course is designed with a variety of hands-on assignments and a simulation project to equip students with skills in carrying out a list of digital marketing activities. By the end of the course, students will be able to walk into any company with an online presence and improve their use of digital marketing tools.
UNCW Center for Sales Excellence and Customer Delight

Director’s Corner

The main objective of the Center is to increase engagement with all stakeholders in the Professional Selling Environment. We envision the Center as the nexus for students, faculty, sales professionals and other stakeholders in order to meet the challenges facing the Sales profession today and tomorrow. The Professional Sales discipline is changing dramatically due to inbound marketing, social media, data analytics, marketing automation, smart phones, etc. These changes represent learning opportunities for all stakeholders and the Center plans to embrace those opportunities and add value to everyone’s journey. This journey of engagement and collaboration will be interesting! The Center for Sales Excellence & Customer Delight (CSE&CD) conducted two major events this March. The first of these events was the inaugural Internal Sales Contest, hosted by nCino.

A recent white-paper, “The Forrester Wave: Sales Enablement Automation Platforms” (Sept 2018) focuses on the increasing value of sales enablement technologies (SET) systems:

“...In a world where business consumers embark on self-guided journeys, B2B marketers and sellers need to up their game.” Given this new “playing field,” sellers must now engage in meaningful and personalized ways, both digitally and in person, to complement what buyers do on their own.

SET systems can help marketers and sellers resolve their struggle with content quality and process ineffectiveness which will result in the following:

- Give sellers more time to sell
- Allow sellers to deliver a customized experience
- Increase seller effectiveness
- Help marketers understand the ROI of unique content assets
- Improve marketing and sales alignment

Stay tuned for more updates as we host more events in the future.

Vince Howe, Director - Center for Sales Excellence and Customer Delight

Internal Sales Contest
Sponsored by nCino

The Center for Sales Excellence & Customer Delight held its inaugural Internal Sales Contest, hosted by nCino, on Friday, March 1st. This competition had 21 of our best Marketing & Sales students taking on the role of an nCino sales representative pitching a customized CRM/Bank Operating System (BOS) to a potential bank manager/buyer. The role of the bank buyer was played by actual nCino sales reps or managers. Our students and nCino sales reps thoroughly enjoyed this challenging role-play scenario and are looking forward to hosting the event again next year.

The overall winner of the sales contest was Sean Butler, who received a $1,000 scholarship for the next academic year. The second-place prize of $500 was awarded to Brian Whitman and the third-place prize of $250 went to Reuben Bermejo Gil. The scholarship funds were provided by the Syneos Health Gold Sponsorship and the Center for Sales Excellence and Customer Delight, and the awards were presented by Mike Kleppinger, EVP of Business Development Clinical Solutions.

SPECIAL THANKS to nCino’s Josh Glover, EVP of Sales at nCino for agreeing to host this event and Natalie Waggett, Director-Solutions Consulting at nCino, for organizing the logistics, personnel and space to make it happen! Our students will benefit greatly from the opportunity nCino provided (Congrats to Natalie Waggett for her new position at CapGemini). The University Sales Center Alliance (USCA), whose mission is to advance the Professional Sales profession, requires associate members to conduct and/or participate in internal and regional-external competitions. We plan to host a regional competition in the next 1-2 years as well.
On Wednesday, March 27th, the Center for Sales Excellence & Customer Delight (CSE&CD) hosted a forum on Sales Enablement Technologies (SET). Senior sales VPs and managers using sales enablement systems/platforms, e.g., SAS, Syneos Health, nCino and others, discuss the value of SET to their organizations. The forum was moderated by Professor Vince Howe, Director of CSE&CD. Engaging conversations and topical debates were energetic and attendees included several students (Professional Sales Track students), other Marketing Students, Cameron Executive Network members, current and past senior level sales executives and sales & marketing faculty.

Panel members included Matt Magne, Sales Enablement Evangelist with SAS, Kevin Carlson, President AI Bridge and Mike Kleppinger, EVP of Sales at Syneos Clinical Health.

Also providing valuable insight was Avery Hodges, Dec 2018 CSB Graduate – MKT-Sales Track, who commented on the utilization and effectiveness of sales enablement software he was already using in his position, e.g., Seismic, LinkedIn Sales Navigator and others.

A recent Forrester White Paper commented on the growth of Sales Enablement software: “In a world where business consumers embark on self-guided journeys, B2B marketers and sellers need to up their game.” Given this new “playing field,” sellers must now engage in meaningful and personalized ways, both digitally and in person, to complement what buyers do on their own. SET systems can help marketers and sellers resolve their struggle with content quality and process inefficiency. This is clearly a relevant topic for our students and Professional Sales stakeholders and the Center plans to host additional forums in the future on sales-related topics.
Events

PSE National Convention

During the week of March 25th-31st, Pi Sigma Epsilon-Delta Tau travelled to Jacksonville, Florida to attend PSE’s National Convention along with 60 other chapters from around the nation. There were 24 PSE members from UNCW that attended the event to compete in an assortment of competitions including group presentations, public speaking, case studies, and the Pro-Am Sell-A-Thon. The Pro-Am Sell-A-Thon is a year-long competition judging students on their business-to-business sales abilities. Along with the competitions, members also participated in round table discussions with students from other chapters, as well as attended a handful of keynote speaker sessions. To finish off the week, those in attendance had the opportunity to visit the career fair featuring over 30 companies looking to specifically hire PSE students!

Spring Career Connections Event

The UNCW Spring Career Connections Event is an annual recruiting event attended by many companies that are interested in hiring interns and full-time employees. This year, the event occurred on Friday, February 22nd, with approximately 20 employers attending, including Bank of America, BB&T, Live Oak Bank, Metlife, The Select Group, and more! Additionally, more than 275 students attended. Employers think highly of this event and our school as a whole, and this event was a great opportunity for students to show their qualifications and get ahead of the competition.

Comments from past employer attendees:

“The business school seems to breed some very intelligent, and well represented students.”

“I looked at my coworker and we both raved about how eloquently the students spoke and presented themselves.”
Marketing Advisory Board

The advisory board for the Department of Marketing was established in Fall 2013. Comprised of community business leaders and alumni, the Marketing Advisory Board’s purpose has been to improve the quality of our undergraduate programs in marketing strategy and professional sales. In addition, the Board provides a forum for dialog on emerging issues of concern to marketing professionals in the region.

Benefits to Advisory Board Members:

- Opportunity to meet our best students
- Interact with Pi Sigma Epsilon. ΠΣΕ, or PSE, is our student marketing and sales organization. With one of the most active chapters in the country, UNCW’s PSE students compete at regional and national competitions. Our chapter is regularly positioned high on the leaderboard for Top Chapter of the Year, and members routinely win a number of individual awards.
- Network with other area marketing professionals
- Keep abreast of current trends and research
- Influence the curriculum program and projects
- Increase presence of the firm in the region

Benefits to the Department:

- Higher quality graduates
- Receive valuable input/advice regarding the curriculum of the marketing strategy and sales programs
- Possibilities for additional internships and job placements
- Enhance the possibility for research / scholarship involving local firms
- Establish stronger ties between the department and industry
- A potential source of speakers for classes and the Cameron School’s Business Week event in March

Typically, the Board meets once each semester. In Spring 2018, the Marketing Advisory Board merged with the board for the newly created Center for Sales Excellence & Customer Delight. Firms currently represented on the Board include:

- Apple Annie’s Bake Shop
- BB&T
- CastleBranch
- Colgate Palmolive
- Edward Jones Investments
- Flow Sciences
- Live Oak Bank
- nCino
- New Hanover Regional Medical Center
- PPD
- Red Hat
- Red Ventures
- Reeds Jewelers
- SAJ media/Greater Wilmington Business Journal
- SAS
- The Select Group
- Syneos Health
- VF Jeanswear
Marketing Internships

Marketing internships are available for students that are experienced and accomplished in the classroom, and they can provide academic credit for qualifying students. To receive academic credit for an internship in marketing, one must meet the following criteria:

- 3.0 Cameron GPA
- Senior class standing
- Completion of MKT 340
- Six additional hours of MKT courses

For more information about marketing internships/employment, visit csb.uncw.edu/mkt/internships.html.

Consider joining the UNCW Marketing Department LinkedIn group if you are not already a member! The group is a helpful means of connecting current and former marketing students at UNCW. The group has more than 350 members, and it could be helpful in landing jobs/internships in the future.

If you’d like to join the group visit the link below:

https://www.linkedin.com/groups/8650161/

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 Scribner 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 be featured here, please contact Dr. Lisa Scribner at scribnerl@uncw.edu.