I love the start of a new semester! There are so many possibilities, opportunities, new classes, new professors, new classmates, new school supplies and the list goes on. As we look forward to what 2018 brings in the Marketing Department in the Cameron School of Business at UNCW, we should also look back a little and catch some of you up on what has been happening lately. There have been many changes this academic year and there are more on the horizon. In this winter edition of the Marketing Messenger, you’ll be introduced to our newest faculty member, Dr. Mark Pelletier, see some of our outstanding Marketing students and grads and learn about our exciting new center for Professional Selling & Customer Delight under the leadership of Dr. Vince Howe, the Director. In 2018 there will be many opportunities for students to get involved with this new center, to participate in internships, to attain certifications, to study abroad and to forge their own unique paths as they prepare and develop skills for their careers.

I consider it a great honor to work with the wonderful people I get the privilege to call my colleagues in Marketing! Let me give you a few updates on them. Dr. Tracy Meyer recently stepped down as chair and has moved to Texas, but we will still have the pleasure of working with her remotely as she continues to teach classes online. Dr. Don Barnes has been granted a Faculty Reassignment for the Spring 2018 semester, so he will be focusing solely on his research during that time. Dr. Shu Chakrabarty will finish his last semester here in the Spring and then join the faculty at the American University of Kuwait. Dr. Brian Kinard will be taking students to the World Cup and study abroad in Russia this summer. We have added the BUS classes into the Marketing area and the faculty members who teach these Career Essentials classes. Welcome to Mr. Bob Pious, Mr. Lee Backston, Mr. Allen Patrick and Ms. Teresa Walker.

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, 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 New Year to all of you!
Dr. Lisa L. Scribner
UNCW Center for Sales, Excellence & Customer Delight

The Marketing Department and the Cameron School of Business are proud to announce the establishment of the Center for Sales Excellence & Customer Delight. This Center aligns perfectly with the goals of the school to provide myriad opportunities for our students, faculty and external stakeholders in the business community, in particular the sales community. The Marketing Department offers a concentration in Professional Selling to more than 150 students. The newly-created Sales Excellence & Customer Delight center will allow for mentoring and role-play opportunities with sales professionals for these students. Sales professionals will be able to collaborate with faculty and students to conduct research relative to their industries. An Advisory Board of Sales Professionals will emerge to guide curriculum, internships, full-time employment and other issues to foster even deeper relationships between UNCW Cameron School of Business and the business community.

The first Director of this center is Dr. Vince Howe, Associate Professor of Marketing. It is Dr. Howe’s hope to provide various opportunities for the Professional Selling students, including participating in Sales competitions, both regionally and nationally. UNCW’s Sales program is already listed as one of the Top Universities for Professional Sales Education by the Sales Education Foundation (SEF). Dr. Howe will be seeking membership in the University Sales Center Alliance (USCA) for UNCW. The mission of the USCA is “to advance the selling profession through setting and monitoring sales program standards, sharing best practice, enhancing sales curricula, and preparing students for a career in sales.” Currently, there are only 46 other members of the USCA and only two of them are in North Carolina. Membership in the USCA will add value to students, faculty and the business community through the association with top sales programs around the country. The networking ability for faculty and students in the sales area will allow for enhanced teaching and research ideas. Additionally, through the Center for Sales Excellence & Customer Delight and USCA membership, the Marketing Department will be able to provide the opportunity for students to earn the Certified Sales Student certification.

For more information about how to become involved with the Center for Sales Excellence & Customer Delight please contact Dr. Vince Howe, Director, at 910.962.3882 or howe@uncw.edu.

Welcome Dr. Mark Pelletier

The Marketing Department is pleased to welcome Dr. Mark Pelletier to the Cameron family. He teaches professional selling and marketing research. As well as being a co-faculty advisor for the UNCW chapter of Pi Sigma Epsilon, the professional fraternity for sales and sales management. He was eager to join the Marketing team not only because of the collegiality of CSB but for the opportunity to collaborate with the marketing faculty. He comes to us with 20 plus years sales and sales management experience. He received his undergraduate degree from the University of Nevada in Las Vegas. Then went on to receive a dual M.B.A. in marketing and management from the University of Wisconsin and lastly his Ph.D. in marketing with a social psychology concentration from Mississippi State University.

He has been published in numerous national conferences and journals including the Journal of Services Marketing and the Academy of Marketing Sciences National Conference. Dr. Pelletier is an avid Buffalo Bills fan and enjoys traveling to various Disney theme parks and sporting events with his wife. He considers himself a computer hobbyist since the early 1980’s which helped to foster his passion for researching and studying the interactions between brands and consumers on social media platforms. He considers himself a movie trivia nut and has seen Star Wars over 50 times. Feel free to stop by his office and challenge his movie trivia knowledge. If he is not watching Star Wars, teaching or traveling you can find him playing a “mean game of Street Fighter II”. Please show Dr. Mark Pelletier a warm UNCW welcome!
Outstanding Marketing Students

The marketing department would like to congratulate our Outstanding Graduates for Fall 2017, Gabrielle Ryan for Professional Selling, and Annie Handrick for Marketing Strategy. Gabrielle is also being awarded with the EM West Award. Congratulations both on all your hard work and achievements! We asked them both to reflect on their time at UNCW, here is what they have to say:

Gabrielle Ryan

‘One of the most memorable aspects of the Cameron School is the unwavering dedication of the faculty. I was once offered a job that I was unsure was the right path for me. I went to the office hours of my professional selling professor, Dr. Shu, to ask for advice regarding this job opportunity. He guided my decision by going over the pros and cons of the offer. This situation is striking in my memory because he went out of his way to help me regarding an issue that was not directly associated with the course.’

Annie Handrick

‘My favorite memory in the Cameron School of Business was Business Week. I really enjoyed meeting people from all different industries and learning about what they do.’

The 36th Annual Business Week will take place on March 20th and 21st, 2018. Contact Dr. Shu for more information: chakrabartys@uncw.edu

Top 10 Students

We would also like to mention the top 10 students in the marketing concentration for Fall 2017. Congratulations all on your hard work!

• Kelsey Lee
• Helena Balk
• Eva James
• Nicole Amato
• Jonathan Giacona
• Rebekah Banks
• Gessica Clower
• Gabrielle Ryan
• Rebecca Priester
• Alison Laughon

Professional Selling
Marketing Strategy
Marketing Strategy
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Professional Selling
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Study Abroad

During this upcoming summer our faculty will be leading our students to some exciting countries to continue their professional and global citizen education.

Valencia, Spain

Valencia is the third largest city in Spain and among the liveliest. It is located on the Mediterranean Sea and offers ample cultural opportunities with the newly created cultural arts center in the city’s old riverbed. Valencia has a beautiful old quarter, some futuristic looking new buildings and a fantastic beach! This city is famous for its “Fallas” festival in March, its Cathedral, beautiful weather and its nightlife.

Contact Dr. Lisa Scribner— scribnerl@uncw.edu

Bremen, Germany

Bremen is a major cultural and economic hub in the northern regions of Germany. Bremen is home to dozens of historical galleries and museums, ranging from historical sculptures to major art museums, such as the Übersee-Museum Bremen. Bremen is a short train, plane or bus ride away from Amsterdam, Berlin, Munich, Copenhagen or France. Bremen is home to the Schlachte Embankment area, which is an array of restaurants, bars, picnic tables and year-round Oktoberfest activities.

Contact Dr. Don Barnes— barnesd@uncw.edu

St. Petersburg & Moscow, Russia

Russia is an important hub for large-scale international business, providing a wealth of career opportunities for those who combine their economic, business, political science, and fine art background with the ability to speak Russian. The program provides an extraordinary opportunity to explore and learn about modern Russia and the country’s unique contribution to world culture and sports. Utilizing a cross disciplinary approach, students will explore the intellectual and cultural history of Russia with an emphasis on sports and event management as Russia prepares to host the 2018 World Cup.

Contact Dr. Brian Kinard— kinardb@uncw.edu
Other News

Pi Sigma Epsilon
During this last semester PSE competed in the 2017 South/Atlantic Regional Conference. Students participated in Speakers Competition, Pro-Am-Sell-A-Thon and Marketing Competition. Many of our PSE members were finalists in the different competitions. Michael Parks won 1st place in the Pro-Am-Sell-A-Thon. Andy Gates and Samuel Struhsaker were also named as finalists in the Pro-Am-Sell-A-Thon. Daniel Hall and Maxton Sockwell were finalists in the Speakers Competitions, and Kaitlyn Baxley and Drew Farrell were part of the winning team in the Marketing Competition. Congratulations to PSE and these finalists for their hard work and a very productive conference!

Faculty News
In a forthcoming issue of the Journal of Business Research, Dr. Barnes and Dr. Pelletier will have an article published, "Idiosyncratic Service Experiences: When Customers Desire the Extraordinary in a Service Encounter."

Congratulations Dr. Brian Kinard on being promoted to Professor.

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.