Welcome to Our First Newsletter

This newsletter represents our first attempt at communicating in this manner with our many and varied constituents. We are excited about all of the positive things happening in the Department of Marketing and this forum gives us an opportunity to share them with a broad audience in a very efficient manner. Our current plan is to release a version of this newsletter twice a year, once in the winter and once in the summer. Any feedback on what you would like to see in this newsletter and other suggestions are most welcome. Call or email me any time. Best wishes for 2007.

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Technology/GIS Focus

In May 2006, the Department of Marketing in the College of Business Administration at Kansas State University adopted the strategic focus of the role of technology in marketing. More specifically we are emphasizing the convergence of marketing and technology in (1) using technology to promote and sell products and services and (2) the marketing of technology-based products and services. It is our goal to build a national reputation in this area of scholarship.

The focus on technology serves as an overarching theme that includes a wide array of current technologies, including Geospatial Information Systems (GIS), mobile technology, web based applications, Internet and satellite radio, RFID tags, and the marketing of high technology products. This overarching focus allows maximum flexibility for departmental faculty to participate in the focus area and to incorporate new technologies as they emerge. We envision several short, medium, and long term outcomes of this focus area including, executive education workshops, cutting edge undergraduate and graduate instruction, conference presentations, peer reviewed journal publications, consulting opportunities, grant writing, and sponsorship of academic conferences.

While the focus on technology allows us to pursue many interesting and exciting areas, the department has made a commitment to place initial emphasis on GIS. The department faculty have suggested this area due to many synergies with resources at the university. At its most basic, GIS is the linking of data to a specific place on earth. In a business marketing context, applications of GIS include retail store location selection, effective distribution routing, media selection, branch location planning, sales territory development, competitor analysis, and sophisticated market segment identification.

With funds received from the Department of Geography, two members of the Department of Marketing, Dr. Kevin Gwinner and Dr. Richard McFarland, recently attended a class - Introduction to ArcGIS Business Analyst - to gain in-depth knowledge of a popular GIS software program.
Faculty Achievements

President Jon Wefald awarded Swinder Janda, associate professor and CBA faculty fellow, the “Presidential Award for Outstanding Undergraduate Teaching” in 2006. This university-wide teaching award is sponsored by the Curtin Property Company and includes a cash prize of $2,500. Janda has long been one of the most effective and popular teachers in the College of Business and this award is recognition of the dedication he has for his students. In the words of Barb Oberle, a student who has taken several of Swinder Janda’s classes, “He makes learning fun. Dr. Janda applies theories and concepts to real life in an interactive way. He really cares about his students and has a passion for teaching that is evident in the classroom.”

In December 2006, Jan Crow, instructor, completed her Ph.D. in Psychology. The title of her dissertation is “Examining Cognitive Processes of Unstructured Decision Making.” Dr. Jan Crow received the Kansas State Bank Award for Outstanding Advising from the College of Business Administration in Spring 2006.

In July 2006, Kevin Gwinner, professor and department head, won a $2,000 prize for the best article in the Journal of Service Research for his article titled “Service Customization Through Employee Adaptiveness.”

Coached by David Lehman, instructor, KSU’s National Agri-Marketing Association student chapter placed first in the 2006 National Agri-Marketing Competition. For the competition, students chose a product and developed a plan to successfully bring their product to the marketplace.

Richard McFarland, associate professor, has been granted a sabbatical for 2007-2008 academic year. He will be teaching and conducting research at Yonsei University in Seoul, South Korea.

Internationalizing the Marketing Curriculum

Swinder Janda, associate professor of marketing, conceived, developed, and implemented a new experiential international marketing course for K-State students during the spring 2006 semester. Janda used an integrative approach to blend theory and practice related to international marketing. During the first nine weeks of the semester, he exposed students to key international marketing topics via classroom lectures. Thereafter, he led the 25 course participants on a nine-day trip over spring break to Paris, Brussels, and Munich. During the trip they obtained exposure to experiential learning opportunities pertaining to global marketing. Students experienced marketing mix strategies in three European cultures, France, Belgium, and Germany; learned more about global marketing companies including BMW Corporation in Munich; and attended seminars focusing on the workings of the European Union. During the final weeks of the course, the students worked on research papers focused on relating key international marketing concepts to their experiences during the trip. Due to the overwhelmingly positive student feedback related to the course, Janda is planning to offer this course on a regular basis every spring semester. He is currently offering such a course during spring 2007. This will provide current and future K-State students the opportunity to enhance their international marketing knowledge in an applied context.

Department Quick Facts

The Department of Marketing had 320 majors (juniors and seniors only) in the spring 2006 semester making it the largest major in the College of Business Administration. Of the 166 marketing majors who graduated in the 2005-2006 academic year, 84% had jobs prior to graduating, 4% had made plans to attend graduate school, and the remaining 12% were still seeking employment. An 88% employment or graduate school placement rate prior to graduation is outstanding and we are pleased for our students. The average starting salary for these graduates was $37,153. Forty-nine percent of our graduates accepted jobs in Kansas and 26% in Missouri. The remaining 25% are employed in 23 different states.
Advisory Board News

The 10th annual Department of Marketing Advisory Council meeting was held in September. The meeting was successful with 23 executives attending the Friday meeting and many more participating in the golf outing and Saturday tailgate party. In addition, more than 200 marketing students attended the two employer-student panel sessions. Since the meeting two new members have joined the Department of Marketing Advisory Board. Hallmark Corporation has joined with Mr. Stuart Leighty as the representative and JRERIC Company with Mr. Jacques Miles as the representative. The 2007 Advisory board meeting is scheduled for Friday, September 14, 2007. The customary golf tournament at Colbert Hills Golf course will be in the afternoon and the famous tailgate party in Cat Town prior to the Missouri State Football game will be the next day.

NMFN-Brase Group Scholarships Winners

The Brase Financial Group of the Northwestern Mutual Financial Network has awarded the fall 2006 scholarships to three students in Dawne Martin’s and David Lehman’s Professional Selling and Sales Management classes. The course focus is to introduce the students to professional selling skills, some of the issues associated with managing a sales force, and experience to prepare them to go into a sales training program. The scholarship recipients are selected based on a sales presentation. First place winner, Leisha Harrison, senior in marketing from Leawood, received a $1,200 scholarship. Andrew West, junior in marketing from Overland Park, was awarded second place and a $500 scholarship. Third place winner was Kimberly Ernst, senior in marketing from Leawood, earning $300.

Marketing Research Applied to the Field of Veterinary Medicine

In 2006, Dr. David Andrus and Dr. Kevin Gwinner from the marketing department and Dr. Bruce Prince from the management department completed a $300,000 applied marketing research study in the field of veterinary medicine. The project consisted of a series of high profile, cross-disciplinary, research studies dealing with the severe shortage of food animal veterinarians in North America and the implications this has for public health and safety. The project consisted of a 12 panel Delphi study, 10 Internet surveys, and seven focus groups. In 2006, a 1,400 page management research report was finalized for the project sponsor. Additionally, data from the project has resulted in six peer reviewed journal manuscripts and eight fully funded conference presentations. Due to the importance of the study for the future of the food animal veterinary profession and ultimately food safety, the sponsors of the project hired the public relations firm, Fleishman-Hillard, to promote the research results. This resulted in articles run in 44 newspapers across the nation including the Washington Post and San Francisco Chronicle, stories posted on 30 news web sites including MSNBC.com and Yahoo! News, and broadcast stories on four radio stations and three television stations. The estimated reach of this promotional effort was over 16 million people.

Marketing Club Members Travel to Chicago

Nine Marketing Club members traveled to Chicago March 1-4, 2007 to visit the American Marketing Association’s national headquarters. They also met with the marketing strategy team for Shedd Aquarium and gained insight on how this Chicago landmark promoted and ran a successful marketing plan. The students were then treated to a VIP tour of the aquarium. The members came back with numerous ideas on how to improve and guide the club in future years. The students also had some free time to visit some of Chicago’s our famous attractions such as the Navy Pier and the “Magnificent Mile” and, of course, got to enjoy Chicago style pizza!