

Dear Friends,

In this issue of our newsletter you will find articles about our K-State Sales Week competition to be held in April, the addition of two new marketing faculty members, the growing trend to shop Cyber Monday in addition to Black Friday, and the significance of emerging South American markets.

If you have any suggestions for our newsletter, please contact me at kgwinner@ksu.edu.



We are pleased to announce that our fall 2012 Department of Marketing Advisory Council meeting will be on Friday, September 14th. The program will include an update on activities at the University, in the College of Business Administration, and in the Marketing Department. We will also feature a discussion and feedback session of our curriculum, an update on the development of the sales lab, and continue our popular student-advisory council networking session designed to give more interaction with our students. We will have our annual golf tournament at 3:30 pm following the Advisory Council meeting.

Sincerely,
Kevin Gwinner, Department Head

MAKING THE SALE: NEWS FROM THE NATIONAL STRATEGIC SELLING INSTITUTE

Prepared by Dawn Deeter, Director of the National Strategic Selling Institute (ddeeter@k-state.edu), with contributions by Olivia Blanco, Director of Communications (oblanco@k-state.edu) and Andy Ptacek, Accounting Senior (May 2012).

With the first semester over, we have taken a number of steps to move our new sales program forward. First, since our Marketing Advisory Board meeting last fall we put forth a proposal to change the name of the program from “Relational Selling Initiative” to “National Strategic Selling Institute.” We received approval for this change on February 7, 2012. We have also moved forward with our new curriculum; a series of three classes have been approved by the college and are awaiting approval by faculty senate. Pending approval, these classes will be on the books for Fall 2012. Kansas State University will be listed in the 2012 Sales Education Foundation Magazine list of top university sales education programs, and we have been accepted as an associate member in the University Sales Center Alliance, a consortium of universities with elite sales programs. Finally, our students have had several exciting opportunities to participate in sales competitions this year.

PLANS UNDERWAY FOR K-STATE SALES WEEK

Building on our successes from the fall, we are planning “K-State Sales Week” to generate student awareness and excitement about sales as a career. Sales Week will take place April 2-5, 2012. We are planning a keynote speaker the morning of April 2, followed by our first sales advisory board meeting that afternoon. April 3rd and 4th will feature the Victaulic Spring Sales Invitational, a regional sales competition. Victaulic Corporation has generously donated prize money and will be providing personnel for judging and playing the role of buyer. We will be inviting students from colleges across campus, as well as from within our region, to attend this competition. Thus far, we have received confirmation that students from Oklahoma State University will attend.

In conjunction with the sales competition on April 3rd and 4th, we are planning a small career fair and a series of professional development activities for competition attendees (although it is worth noting these events will be open to other College of Business Administration students, as space permits). Finally, sales week will end on Thursday, April 5th with a morning keynote speaker followed by an awards luncheon, where the winners of the competition will be announced.

We are very excited about K-State Sales Week and the possibility to raise the awareness of the opportunities in sales for students. If you are interested in participating in Sales Week, either in the Career Fair or via a Professional Development Activity, or if you would like to sponsor an activity, please contact Dawn Deeter at ddeeter@k-state.edu or 785-532-6880.

KANSAS STATE SALES TEAM IS CHOSEN AT EDWARD JONES SALES COMPETITION

Our first competition, sponsored by Edward Jones, was held on the Manhattan campus in October. Students posed as financial planners to sell the company to prospective customers. Each of the top five students won a \$500 scholarship from Edward Jones and a place on the Kansas State University Sales Competition Team. The competition team will compete in multiple contests throughout the year.

The Edward Jones competition was open to all university undergraduates, regardless of major. Forty students competed for the five spots on the competition team. The level of talent, enthusiasm, and professionalism exhibited by the forty contestants was amazing. D.C. Hackerott, financial advisor for Edward Jones, worked with faculty member Dawn Deeter to coordinate the event. Judges comprised of faculty and Edward Jones representatives looked for students with the most proficiency in a sales situation. Each student received a role-play scenario outlining the details and guidelines to a sales call, then carried out the role of the sales associate while the buying role was filled by representatives from Edward Jones.



D.C. Hackerott, Edward Jones, discusses sales strategy with contestant Yu Ming Li and volunteer Lin Lin Shi.



D.C. Hackerott and Austin Graham of Edward Jones pose with contestant Katie Arrow. Austin and Gail Urban (not pictured) assisted by serving as buyers for the competition.

The five winners were Jeff Norris, a junior in marketing; Kyle Landau, a senior in accounting, finance and marketing; Megan Kirtland, a junior in pre-law and marketing, Monica Klawuhn, a senior in marketing, and Rhett Henry, a junior in marketing. The five team members are now in training for the National Collegiate Sales Competition (NCSC), which will be held at Kennesaw State University March 2-5. This year will mark the first year K-State will compete at NCSC, the first and most prestigious sales competition in the country. Our students will compete against 62 other undergraduate teams in a tournament-style competition that includes individual and team awards.

We are currently seeking sponsors for the sales team; sponsorships would help cover the costs of training and travel. If you are interested in sponsoring a student, please contact Dawn Deeter at ddeeter@k-state.edu or 785-532-6880.

MONICA KLAUHN IS BEST FOR K-STATE AT THE GREAT NORTHWOODS SALES WARM-UP



The K-State Team poses for a picture at the Great Northwoods Sales Warm-up: from left to right, Michael Kelly, Dr. Dawn Deeter, Monica Klawuhn, and Keith Bokelman.

We also had the opportunity to take three students on the road last fall, traveling to the Great Northwoods Sales Warm-up at University of Wisconsin-Eau Claire. Monica Klawuhn, Keith Bokelman, and Michael Kelly, all seniors in marketing, competed for the title of top salesperson and cash prizes against 39 other students representing 16 universities from nine states. This competition proved to be an outstanding opportunity for our students to practice their selling skills in a realistic environment. Each contestant delivered a 20-minute sales presentation for a Hormel product and a SuperValue service to an individual buyer. The presentations were judged by a panel of sales professionals who watched via cablecast. After their presentations the students received feedback from one member of the panel. All three of our K-State students turned in outstanding performances. Monica Klawuhn won \$150 for receiving the highest score out of the K-State students. In addition to their presentations, students attended professional development workshops on

networking, strategies for building a client base and professional attire. Business professionals from Altria Group, Hormel, Huebsch Services, Sherwin-Williams, TEKsystem, Thomson-Reuters, and Tom James administered the workshops. Students also had the opportunity to interview with event sponsors for internships and full-time positions.

FUTURE PLANS FOR THE NATIONAL STRATEGIC SELLING INSTITUTE

Although we are proud of our accomplishments, much work remains! In the coming year, we plan to submit a proposal for a minor and/or certificate in sales that will be available to all Kansas State students, regardless of major. We are also seeking to expand our partnerships with businesses; we seek to serve as a resource for businesses seeking to hire excellent sales students with a strong work ethic, and at the same time build a bridge for our students into the business community. Finally, we will focus on delineating the student experience within the program. The curriculum is only one component; extracurricular activities provide another means for student development. Toward that end, we will explore ways to develop students' sales skills outside the classroom. Ideas we are considering include a student sales organization, mentoring, and other professional development opportunities. If you have an idea or would like to become involved, either as a student or a business partner, please contact the Director of the National Strategic Selling Institute, Dr. Dawn Deeter at ddeeter@k-state.edu or 785-532-6880. We look forward to hearing from you!

We Welcome Two New Faculty Members



Sungha Jang will be joining our department this fall as an assistant professor. He will be teaching our marketing research course. His research primarily focuses on the impacts of consumer search on brand/store choices and firms' strategic responses. His current research project is to find out how consumers utilize product review in their decision process. Jang holds a doctorate degree from the University of Texas and an MBA and a BA degree in statistics from Korea University. Prior to earning his Ph.D., he worked for Experian Korea as a senior consultant in the field of credit risk management. Sungha Jang is currently a visiting professor in the Department of Marketing and Entrepreneurship at Kent State University in Ohio.



Joan Giese will be joining our department this fall as a visiting associate professor. She will be teaching our capstone class, marketing management. Giese's research interests focus on consumer responses to information, including the resulting implications for marketing strategy. She has had several publications in top marketing journals such as the Journal of Marketing, the Journal of Retailing, and the Academy of Marketing Science Review. She holds a doctorate degree from Washington State University, a master's degree from Wayne State College in business education, and a bachelor's degree from Midland Lutheran College in business administration. Prior to earning her Ph.D., she worked for Corporate Marketing Group and Microsoft. Dr. Giese comes to us from the University of Oregon.

Martin Receives Kansas State Bank Outstanding Advising Award



Dr. Dawne Martin, assistant dean for diversity and instructor in the Department of Marketing, was selected as the spring 2011 recipient of the Kansas State Bank Outstanding Advising Award. The committee recommended Dr. Martin based on the excellent advising services she provides as the Multicultural Business Student Association (MBSA) advisor.

Dr. Martin is active in providing MBSA students retention and scholarship support, career and academic counseling, researching internship opportunities and helping students in addressing personal and financial issues. She strives to help students see alternative approaches to solving their problems.

Endowed Chair Recognition Hosted by President Schulz's Office

In October of 2011, President Schulz's office held a special dinner event at the K-State Alumni Center to recognize and honor all of the faculty who are recipients of endowed chairs. Having endowed chairs enables K-State to recruit and retain the best faculty. The Department of Marketing is fortunate to have two of its faculty as recipients of endowed chairs.

Swinder Janda, the Robert M. Edgerley Chair in Global Business, is an expert on online buyer behavior and customer satisfaction. Janda's research in online buyer behavior has led to the creation of a five-dimension scale that measures the customer service quality of websites. By addressing issues of company performance, website information, security, product sensation and access, Janda has categorized the needs of Internet shoppers into easy-to-follow guidelines.



Provost April Mason, CBA Dean Ali Malekzadeh, Swinder Janda, and President Kirk Schulz

His primary areas of research include brand identification, satisfaction, brand loyalty and relationship issues. His teaching interests include global and international marketing, international business, marketing research and consumer behavior, all of which he has taught numerous times in the United States, as well as in Germany and Italy.

He is an active member of the Fulbright Senior Specialists Roster and has been active in enhancing university students' global knowledge and experiences through study abroad courses that blend conceptual knowledge with business site visits to many countries.

Janda received his bachelor's degree in 1987 from the University of Panjab, Chandigarh, India. He earned his master's degree in 1992 and his Ph.D. in 1996 from the University of Arkansas. He joined Kansas State University's College of Business Administration in January 1998. In 2006, he won the Presidential Teaching Award. He has published more than 30 refereed journal articles in marketing, has made numerous presentations at national and international conferences, and has consulted with companies like Microsoft Corporation and Veriprime Corporation.

This chair was established by Paul Edgerley to honor Robert M. Edgerley, and to recruit and retain the highest-quality faculty in the College of Business Administration.

Dawn Deeter-Schmelz, the John J. Vanier Distinguished Chair in Business Administration, has plenty of real-world sales experience to back up her academic research and teaching abilities at Kansas State University. After spending a decade working in the shoe industry as both a department manager and a retail buyer, Deeter-Schmelz is an expert in cross-cultural buyer-seller and salesperson-sales manager relationships, sales manager effectiveness and professionalism.



Provost April Mason, Dawn Deeter-Schmelz, CBA Dean Ali Malekzadeh, and President Kirk Schulz

Although this is Deeter-Schmelz's first year at Kansas State University, she has previous experience teaching a number of marketing courses, including personal selling and sales management, business-to-business marketing, services marketing and retail management. Coming to the university, Deeter-Schmelz became the first J. J. Vanier Distinguished Chair in Relational Selling and Marketing and is in charge of advancing the National Strategic Selling Institute for the College of Business Administration. The NSSI focuses on the study and practice of relationship selling encompassing the domains of frontline organizational members involved in professional selling, retail selling, services marketing, and B2B interfaces. The mission of the NSSI is to advance the relationship selling profession through leadership in interdisciplinary academic education, highly impactful research, and valued outreach activity.

She has been published in the Journal of the Academy of Marketing Science, the Journal of Personal Selling and Sales Management and the Journal of Services Marketing, among others. Deeter-Schmelz received her bachelor's degree in clothing and textiles from Morehead State University in Kentucky, her master's degree in business administration marketing from the University of South Florida and her Ph.D. from the University of South Florida. This chair was established by Western State Ag Resources Inc. in honor of John J. Vanier to recruit and retain the highest-quality faculty in the College of Business Administration.

Black Friday or Cyber Monday: Consumers Gain More Options for Holiday Deals

From the KSU Division of Communications and Marketing

Move over, Black Friday. With online and mobile shopping, consumers are enjoying more ways to shop for holiday deals than just heading to the malls the day after Thanksgiving. Two Kansas State University experts say the new ways to shop are catching on and that shoppers should keep cybersecurity in mind before making purchases.

Esther Swilley, assistant professor of marketing, said a growing holiday trend for many consumers is heavy online shopping on the day deemed Cyber Monday -- the Monday following Black Friday. "The truth is in the numbers," Swilley said. "Cyber Monday is becoming a viable shopping option for many consumers. ComScore.com reported that sales on Cyber Monday 2010 surpassed \$1 billion, making it the first online spending day on record to pass that amount."

Swilley has conducted research on both Black Friday and Cyber Monday, with a journal article concerning the subject currently under review. In her research, she has found that both days have something to offer holiday shoppers. Consumers typically enjoy shopping on Black Friday because of the excitement at malls, the chance to see Santa Claus, the holiday decorations and the abundance of in-store sales. However, she said consumers also appreciate the variety of shopping outlets available online.

"Consumers are more likely to shop on Cyber Monday during work time, though shopping on Cyber Monday can be anxiety-driven when caught shopping instead of working," she said. "However, Cyber Monday allows consumers a better selection of gift choices, price shopping and delivery of gifts."

This wide selection of online deals also has the potential to threaten shopping safety, says Kansas State University's Dan Andresen, associate professor of computing and information sciences. "If it sounds too good to be true, it probably is," he said. "Whether it's eBay or another web vendor, stick with vendors you know and trust." Andresen said shopping at an established vendor, such as Amazon, Sears.com or Buy.com, comes with more security. These sites are more likely to be run by professionals. "The vendors have a vested interest in keeping your buying experience positive, since they're in it for the long haul and want you to come back," he said.

Mobile shopping is another online shopping trend that could pose a cybersecurity threat this year. Andresen said mobile shopping, or purchasing products online with a handheld device, only further emphasizes the importance of password protection. "Hackers are always prowling around, so it's probably not a great idea to have lots of passwords that can enable monetary transactions on your electronic devices -- smart phones count, too," he said. "I doubt hackers are significantly more active during the holiday season than any other time, but there may be more opportunities for them with users' increased online activity."

With this trend on the horizon, Swilley says retailers are expecting increases in mobile shopping this year, and she is interested to see how it will affect online shopping numbers. Regardless of how you choose to shop this holiday season, it's important to remain safe, stay smart and of course, search for those money-saving deals, Swilley said. "For both online and offline shopping, I would suggest that consumers check sales, prices and shipping options to maximize their savings," she said. "I don't think I can persuade a consumer to shop either online or offline. It is a matter of personal choice."

Emerging Markets: Business students travel to South America to learn from successful corporations

By Andy Ptacek, (ACCT '12)

A group of 14 students from the College of Business Administration at Kansas State University recently spent 13 days in South America to find out about the growing markets of Argentina and Chile. The trip, part of the three-credit class Emerging Markets, was led by Swinder Janda, professor of marketing and Paul Edgerley chair in global business. Also accompanying the group were Chad Jackson, management instructor, and Bente Janda, academic adviser in the college.

"It's exciting to see an increasing number of K-State students interested in broadening their horizons via study abroad. Such experiences are an integral part of educating our students in today's world," Swinder Janda said. "As emerging economies gain relevance, it is particularly important for business students to get exposed to such economies and understand how to succeed in such environments. To this end, this trip was a huge success."

On the first day of the trip the group was in Buenos Aires, Argentina. Stops included a visit to the U.S. Embassy to gain knowledge of Argentina's economy and its trade relations with the United States. Students got the chance to visit Ball Company's Argentina plant, learn about the wine industry in Mendoza, the fifth largest wine producing region on the world, and visit Concha y Toro wineries in Chile. They visited the stock market in Santiago and went on a tour of the Estadio Alberto J. Armando in Buenos Aires, home of the Club Atletico Boca Juniors.

The students spoke with Santiago Pinto, marketing director for the Boca Juniors, who implemented strategies that have turned a 123 percent increase in revenue in three years. The strategies focused on increasing the value of the Boca Juniors brand, creating co-branding opportunities and multiple new revenue lines. Students were also able to conduct a consumer business field study by dividing into teams and going to distinct shopping areas in the city. They made observations on the differences in consumer brands at grocery stores, shopping malls and street fairs.

"This was a great experience for students to test out their language skills and interact directly with merchants to learn more about the small businesses and culture of the Mendoza region," Jackson said.

In Chile, the students visited Dole Chile, the largest exporter of fruit in the country. Chief financial officer, John Rojas, discussed Dole's strategy including plans of expanding further into markets in the United States. He also shared personal experiences from his career in international business including the challenges of raising a family in a foreign country, career advancement opportunities and the value of having a network.

"We learned that in order to be successful, a company needs to take the time to get to know the culture it is going to be operating in or else they are unlikely to succeed," said Jacqueline Spahn, a senior in accounting from Wichita. "One of my favorite business visits was to the Dole Fruit Company," Spahn said. "Dole implements a unique and timed strategy in order to be profitable all year around within all of the areas of the world in which they operate."

The Chilean finance sector was a point of emphasis on the trip. In Santiago, the group visited the Chilean stock market, Bolsa de Comercio. Andre Bergoeing Reid of Banco Santander Chile, the largest bank in Chile, gave a special presentation to the group on their visit. Reid, the head of strategic planning, delivered the investment pitch made just months before -- a pitch that raised \$4 billion in a second offering.

All students were required to read a book related to emerging markets and articles about how to succeed in these countries and write a reflective paper. The graduate students in the class also had to work on two Harvard

Business Cases related to Concha y Toro and Boca Juniors. "The readings created a context for class discussions and for students to reflect on the observations while in Argentina and Chile," Swinder Janda said.

Students joining Spahn on the trip included:

Natalie Leiszler, master's student in business administration, **Clay Center**; Heather Stos, senior in marketing, **Great Bend**; Alyssa Badders, senior in accounting, and Alison Manthei, senior in marketing, both from **Manhattan**; Dane Forsberg, senior in accounting, **Overland Park**; Adam Setter, master's student in business administration, **Reading**; Trista Brown, master's student in business administration, and Christopher Burrows, master's student in business administration, both from **Satanta**; Lauren Elder, senior in accounting, **Sharon Springs**; Allison Goodpasture, senior in marketing, psychology and Spanish, **Stilwell**; and Benjamin Robinson, master's student in business administration, **Wichita**.
From out of state: Carol Beck, master's student in business administration **Decatur, Texas**.
From out of country: Yanfei Gu, junior in marketing, **Nanjing, China**.



Making the Call: Marketing Expert Finds Attachment to Cellphones More About Entertainment, Less About Communication

By Julie Forsberg, Division of Communications and Marketing

That panicked feeling we get when the family pet goes missing is the same when we misplace our mobile phone, says a Kansas State University marketing professor. Moreover, those feelings of loss and hopelessness without our digital companion are natural.

"The cellphone's no longer just a cellphone; it's become the way we communicate and a part of our life," said Esther Swilley, who researches technology and marketing. This reliance on cellphones and other mobile technology in daily life is an interest of Swilley's, and a phenomenon she hopes to explain.

One long-term study has Swilley looking at the attitudes people have toward their mobile phone and how these attitudes are influenced by a user's relationship with their device. That attachment, called mobile affinity, depends on whether an owner views their cellphone or smartphone as a device that's more fun than it is functional or vice versa.

Gaining insight into this relationship could enable retailers to better understand the consumer mindset and could even make it possible to market to consumers individually based on their interests and beliefs.

To find and collect this data, Swilley uses a hotbed of information: a college campus. She observes how Kansas State students use and respond to their phone, as well as surveying students in her marketing course. According to her data pool, the majority of participants are between ages 19-24, with 52 percent being male. More importantly, 99 percent own a mobile phone. "Honestly I'm surprised this wasn't 100 percent," Swilley said.



"People share other devices like computers, but cellphones are an interesting thing because we each have our own. That individual ownership is a really big deal for people."

Swilley found that a majority of the participants said they are attached to their phone because of its functionality as an entertainment device rather than as a tool that can communicate anytime and anywhere. So it comes to no surprise to Swilley that games are the most downloaded application for cellphones, according to app stores. What is surprising to her is that study participants indicated their mobile phone allowed for little to no self-expression. This is odd because while mobile phone owners have said their phone is a part of themselves, it's not a way they express themselves, Swilley said. A future study looking at what makes mobile technology aesthetically pleasing may eventually answer this, however.

With the adoption of more smartphones and the introduction of apps, Swilley has noticed that for many owners, their phone's entertainment factor has become a source of pride and joy -- similar to that of a lovable new pet. "It's sort of similar to when people had those Tamagotchi pets as children; cellphones are just the adult version of that," Swilley said. "People don't turn them off, are constantly playing with them, and want to show off the neat things the phone can do."

The concept for looking at consumer attitudes toward their phone stemmed from the time Swilley was employed at BellSouth Corporation, now a subsidiary of AT&T Inc. "Every employee was given a BlackBerry. Some of us weren't interested in having a pager, so the phones just sat there for some time," Swilley said. "But when I left three years later, I almost cried because I had to give up my BlackBerry. It had become a part of me and I was attached to it. It was the way I communicated. Today when I look at people now with their cellphones I see the same attachment."

Swilley's future mobile-related studies include looking at:

- * Mobile coupon use and which sites the majority of consumers use to get these coupons.
- * How a user reacts when he or she is making an online purchase on their phone and receives an incoming call.
- * What it takes to make a functional and appealing website that is only visited via cellphones, including how the design will look and how it is standardized for various screen sizes.

A Perfect Fit: Research Finds Common Focus for Fans, Sponsors Important for Successful Event Backing

By Tyler Sharp, Division of Communications and Marketing

Corporations, nonprofits and governmental agencies often sponsor sporting events for differing reasons, but is it an effective practice? A study by a Kansas State University marketing expert and undergraduate student has helped determine what's a perfect fit when it comes to such sponsorships.

"It's important to truly understand your market. You have to ask yourself if your audience is similar to the audience of the event you're sponsoring. There's a reason that Gatorade doesn't sponsor the National Spelling Bee," said Tyler Johnson, sophomore in marketing, from Parsons, KS. "You can save a lot of time and money if you consider that background information first."

Johnson and Kevin Gwinner, professor and head of the department of marketing, examined the congruence or fit of the sponsoring organization and the event. The congruence was measured to determine its impact on important consumer outcome variables, such as intention to purchase or perception of sponsor motives. The duo's study was completed for Johnson's Developing Scholars Program research and was a continuation of Gwinner's research in sports sponsorship.

"A lot of the studies that I've published look at sponsor-event fit and does that fit have an impact on things like consumers' attitudes toward the sponsor and their intentions to purchase the brand," Gwinner said. "What has been missing is an examination of different types of fit. People tend to recognize fit, but our goal was to explicitly delineate different fit types and see if their influence varied."

Gwinner and Johnson used three types of fit in conducting their study: image, geographic and audience. Each type of fit was operationalized in one of three different newspaper stories about the sponsorship. In one story, audience fit matched NCAA women's volleyball with Dove. Geographic fit paired Jack Daniels Distillery and the Kentucky Derby. The third story used Rolex and the World Figure Skating Champions for image fit. After the experiment subjects -- 182 undergraduate students at K-State -- were exposed to a particular fit type, the consumer variables of interest were measured.

Fit was identifiable, regardless of the pairing, for all subjects. Attitude toward the company was mostly unchanged except for image fit, which caused a significant increase. Conversely, audience and geographic fit increased purchase intentions while image fit caused no change. Perceptions of a company's motive for sponsorship were also analyzed. Many subjects expressed that the motivation for sponsorship centered on company benefits, suggesting a lack of perceived sincerity about event sponsorship.

"Some consumers are not excited about companies sponsoring the sporting events they love. They believe the purity of the sport is compromised by crass commercialization," Gwinner said. "It turns out that the fit variable can actually mitigate that: the stronger the fit, the lower the perception of commercialization."

Prominent examples of the types of fit are visible in the Major League Baseball All-Star Game. Chevrolet, a consistent league sponsor, provides a tough image shared by many players in the game. Arizona tourism commercials will likely be included, serving as a geographic fit for the Phoenix-based game. Pepsi and Taco Bell are among the sponsors that resonate with the target audience.

Gwinner would like to increase the amount of subjects for the study. "Our goal is to ultimately be able to say that a particular fit type will have a larger influence than another fit type," Gwinner said. "Some conditions are probably going to be associated with fit effectiveness, so we would like to be able to report under which circumstances a particular fit type might be more beneficial than other fit types." The benefits are twofold, according to Gwinner. "Companies have a limited amount of sponsorship dollars," Gwinner said. "This research can help inform allocation decisions for companies. On the event side, it will help them to target specific types of potential sponsors that will have the fit they are seeking."

Getting the Job: Survey Finds 94 Percent of Recent College of Business Administration Graduates are Employed or Furthering their Education

From the Division of Communications and Marketing

Getting down to business is what most recent bachelor's graduates of Kansas State University's College of Business Administration say they are doing. According to a survey by the university's career and employment services, close to all of the College of Business Administration graduates -- 94 percent -- from the 2010-2011 academic year are gainfully employed or seeking further education. Of the students who completed the survey, 78 percent said that they are employed, and 16 percent are furthering their education.

"This placement rate is terrific, and it shows that our approach to teaching business to our students is working for them and for the companies that heavily recruit from our college," said Ali Malekzadeh, Edgerley Family Dean of the College of Business Administration. "We are encouraged that even in a slow economy, our graduates are able to gain meaningful employment or pursue graduate education at very high rates."

Students from the college have gone to work for large corporations such as Cerner Corp., Koch Industries Inc., Target Corp. and Cargill Inc., as well as well-regarded accounting firms, including Deloitte, and government agencies. Others have joined alumni-owned companies, including Denver, CO-based Agility Solutions LLC and Manhattan-based GTM Sportswear. Yet others have formed their own companies and become self-employed.

The salary ranges are encouraging, with the average salary for the college's spring 2011 graduates ranges from \$37,144 for marketing majors to \$46,083 for management information systems majors. Their occupations include financial services representatives, product specialists, management trainees and assistant merchandisers.

"We are very proud of our graduates, and we are glad that their education is helping them become successful professionals," Malekzadeh said. "We wish them continued success."

Only 5 percent, or 24 graduates, are seeking employment; four graduates, or 1 percent, are occupied in other, non-career, activities. Eighty-four percent of the college's 543 graduates in the 2010-2011 school year participated in the career and employment services' survey.



Miguel Ramos, Garden City, KS, a junior in marketing, gives high school students a campus tour.

Are You Ready for Some College?

By Shanna Williams, KSU Foundation

For many of us who attended K-State, the question of whether we'd apply to college wasn't much of an issue. It was more like an eventuality. So imagine being a senior in high school and believing that college isn't even an option.

"There are a lot of kids out there who don't know they can go to college," said Dawne Martin, assistant dean for diversity in the College of Business Administration at K-State. "If their parents aren't college educated, if their school counselors don't push universities, they don't know." This is especially true for multicultural students and

students from inner-city schools. These students often face so many financial and cultural barriers, they're actually discouraged from applying. "They're told they can't do it," Martin said. "So they're never taught why it's important to go to college, or why they need to keep their grades up."

In 2007, K-State partnered with several corporations, including Koch Industries, Cargill, Inc, ConocoPhillips and a Kansas-based foundation in an effort to increase the percentage of diverse students on campus, and expand education and outreach to multicultural students in Kansas communities. The College for a Day program, supported in full by the Fred C. and Mary R. Koch Foundation, is just one way K-State accomplishes this mission. "Our goal is to change the way these students think about their lives," said Liz Koch, president of the Fred C. and Mary R. Koch Foundation. "We want to help young people envision the possibilities open to them and what more they can achieve if they pursue a college education. The opportunities are endless."

"We bring in busloads of students at a time, probably 400 to 600 students per year," Martin said. "They make initial contact with admissions representatives, tour the campus — find out what K-State is like." The students also participate in three interactive sessions, where they learn about investment and risk, as well as accounting and finance. The College for a Day program is fast becoming a key step in creating a pipeline that will guide multicultural students through their academic careers at K-State and beyond. "At the end of the day, we talk to them about what they need to do when they get back home and go back to school," Martin said. "We really try to drive that message home that what they do now in high school impacts their lives in terms of their careers."