



MARKETING DEPARTMENT NEWSLETTER

February 2020

Women in the Business of Sports Conference comes to K-State April 3-4

SUBMITTED BY BRENT FRITZEMEIER

The Business of Sports and Entertainment program at Kansas State University will host the inaugural Women in the Business of Sports Conference on April 3-4 at K-State's College of Business Building. Teddi Domann, chief marketing officer of 360 Sports, and K-State's Mary Jo Myers will co-chair the event.

"Today's sports business world is complex and fast moving," Domann said. "The purpose behind the conference is to not only address the challenges and opportunities facing women in the business of sports but to model and equip women to be pioneers, trend setters and contributors to the sports industry."

Women with sports industry experience from Disney, ESPN, Allstate, Opendorse, Dallas Cowboys, NFL, McDonald's, and the U.S. Olympic Committee will inspire, encourage, connect and educate by covering cutting-edge topics in the business of sports. Attendees can expect compelling presentations from nationally known speakers, food and fun, and a chance to network with other professionals in the field.

The conference is designed for both professionals and students, men and women. The conference schedule, registration, and details can be found on the conference website. Early bird pricing is available through March 1. Registration fees include all conference sessions, networking, Friday dinner, Saturday breakfast and lunch, refreshment breaks and conference materials.

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Teddi Domann, chief marketing officer of 360 Sports, co-chair of the conference.



Deidra Maddock, Vice President, Sports Brand Solutions, Disney Advertising Sales Direct-to-Consumer & International will be the keynote speaker during the conference.

Business of Sports Conference | Continued

“While featuring prominent women in the business of sports and addressing relevant topics for women working in the field, this conference also provides an incredible opportunity for everyone interested in the sports industry in particular and business in general to learn from and network with high-ranking leaders representing major national and international brands,” said Doug Walker, associate professor of marketing and founder of K-State’s business of sports and entertainment certificate program.

“The chance to interact with a group of executives at this level right here in the Midwest is a unique opportunity for both the women and men working in sports-related roles in our region and for all of the students with those aspirations,” Walker said. “Conference co-chair Teddi Domann’s willingness to assemble a group of speakers from her vast network demonstrates her passion to help those working in the business of sports both now and in the future.”

Sponsors of the event include K-State Athletics, Commerce Bank and Little Apple Cars. Other sponsorships are available. Contact Doug Walker at dmwalker@k-state.edu for further information.

The Women in the Business of Sports Conference is the largest event for the Business of Sports and Entertainment program to date, home of the newest and fastest growing certificate program in Kansas State University’s College of Business Administration. Housed in the K-State marketing department, this interdisciplinary program allows students to learn marketing, data analytics, management and economics through the business of sports and entertainment.

Conference Sponsors



8th Annual National Strategic Selling Institute Benefit Auction

It's auction time! Get ready to Bring Home the Gold at the 8th Annual Benefit Auction on Friday, May 1, 2020, at the Hilton Garden Inn in Manhattan, Kansas. Put on every year by students in the Advanced Selling class, this experience allows students to learn about territory management, prospecting, phone sales, and the sales process in a real-world setting. The funds raised are given back to sales students as student merit awards.

Over the course of the spring semester, the students enrolled in the class will be transformed into true sales professionals. They will learn how to prospect, deliver value and use a customer relationship management system during the process. "The fundamental purpose of this class is to give our students a realistic preview of what it is like to be a salesperson. Over the semester, the students realize firsthand about the ups and downs of a sales career and the effort required to be successful," said Dawn Deeter, director of the National Strategic Selling Institute.

An additional amount will be raised for Coming Together for a Cure, Wichita, which is chosen as the charity partner for the event. Founded by a recent K-State graduate, Coming Together for a Cure raises support and awareness for adult stem cell therapy to help people battling Muscular Dystrophy and other terminal diseases. "We are grateful for the continued support from the K-State family and the hard work from the outstanding sales students," said Blake Benton, founder and director of Coming Together for a Cure.

For more details on the event visit cba.ksu.edu/NSSIBenefitAuction. We can't wait to see you join #TeamNSSI by donating or attending the event!

Hallmark Case Competition provides challenge for College of Business marketing students

SUBMITTED BY BRENT FRITZEMEIER

Three finalist teams in the College of Business' Hallmark Case Competition recently traveled to Kansas City to present their findings to a panel of marketing and strategy executives at Hallmark's corporate headquarters.

The contest asked teams of one to three K-State business students to analyze a challenge based around Hallmark's business and make marketing recommendations based on their findings. Following the written portion of the competition, the top three teams were chosen to travel to Hallmark to present their findings with a 10-minute presentation, followed by five minutes of a question and answer session.

Finishing in first place was the team of Elissa Zerr and Michael Hanson, both seniors in marketing. For their win, the duo was awarded \$1,000 courtesy of Hallmark.

In second place was the team of Natalie May, senior in entrepreneurship, and Ellen Reardon, senior in marketing. Third place was awarded to Annaleigh Hobbs, sophomore in marketing and economics. Both the second- and third-place finishers received scholarships from the marketing department.

"This was an invaluable experience to analyze a real-world marketing case and gain presentation experience in front of executives," said Esther Swilley, head of the department of marketing. "We were excited to partner with Hallmark to offer this experiential learning opportunity for our students."



Marketing students learn about career opportunities through KC Company Tour

SUBMITTED BY BRENT FRITZEMEIER AND REBECCA GOULD

As part of the Career Development team in the K-State College of Business, Career Coach Rebecca Gould recently took 11 marketing students on a tour of companies in Kansas City. This is part of the Career Development initiative to create opportunities for students with new employers and continue building relationships with existing companies. The tour was designed to give students exposure to internship and full-time positions in the Kansas City area.

The tour gave select students time to network with recruiters and alumni as well as learn specifics on the careers they are interested in. Companies visited as part of the tour included Intouch Solutions, Select Quote and Barkley. At each stop students were given a tour of the facility, learned about the company culture and met with director and executive level employees.

Intouch Solutions gave students the opportunity to play with brand-new VR technology and learn specifics on different roles in advertising agencies. Select Quote provided a wonderful lunch from Unforked and students met the director of design for their new and improved website that went live that day! At Barkley, the group heard from a panel of K-State alumni about their careers and experiences. The panelists spoke to the importance of networking, being curious, building strong relationships, finding a mentor, and taking your destiny into your own hands.

“In the College of Business we are constantly striving to expose our students to the world of career possibilities that their marketing degree will provide,” said Esther Swilley, department head. “Company visits like this provide our students with the information and confidence they need to start a successful and fulfilling career.”



Kudos to our Faculty/Staff in the Marketing Department!



Kellie Jackson recognized as the 2019 Professional Staff Excellence Award Recipient

Kellie Jackson, Managing Director of the National Strategic Selling Institute, is the recipient of the 2019 College of Business Administration Professional Staff Excellence Award. This award goes to a professional staff member who has demonstrated outstanding performance in their work area. With the NSSI, she helps to grow the institute through her relationships with corporate partners - both building and developing old and new partners. She handles the budgeting and curriculum needs, and works with faculty, students, and vendors. She works tirelessly to make sure the annual NSSI Auction is a hit for students, corporations, and the rest of the college. Kellie teaches Fundamentals of Professional Selling and is a part of the K-State First faculty teaching a CAT Community.



David Fallin commended for 25 years of teaching at K-State

David Fallin, marketing instructor, was recently commended by the K-State Student Governing Association for his 25 years of teaching at Kansas State University. During this time he has been recognized as a “Distinguished Professor” by the The Wall Street Journal, received the K-State Ralph E. Reitz award for his “Outstanding Teaching,” and also honored by the K-State Football Team with their Faculty Staff Appreciation Award.



Jihoon Cho receives Fall 2019 Faculty Development Award

Jihoon Cho, assistant professor of marketing, is the recipient of a Fall 2019 K-State Faculty Development Award that will allow him to present his research at the 2020 European Marketing Academy (EMAC) Annual Conference at Corvinus University of Budapest, in Budapest, Hungary in May. Cho’s paper is titled ‘Upward Line Extensions to Substitutes and Complements: An Empirical Analysis.’



Edward Nowlin invited to participate in innagural DSEF Research Forum

Edward Nowlin, associate professor of marketing, was invited to participate in the first-ever Direct Selling Education Foundation (DSEF) Research Forum on February 11-13, 2020, at The University of Texas at Austin’s facility in Dallas, Texas. Nowlin was selected by the DSEF Research Forum organizers based on his ability to make an exceptional contribution to this research initiative and because of his affinity for the direct selling channel. The purpose of the DSEF Research Forum is to: Bring together a by-invitation-only group of leading academics and key industry executives to develop a substantive research agenda for the direct selling channel; Support actual academic-practitioner collaborations for conceptualizing, executing, and publishing research related to the direct selling channel in quality journal outlets; Foster strong company/channel support and access to necessary company and/or industry data to facilitate productive research collaborations; Consider a wide range of research from a variety of academic disciplines that explores the future of the direct selling channel.