



# MARKETING DEPARTMENT NEWSLETTER

November 2019

## NSSI hosted Fall 2019 Sales Week

SUBMITTED BY DANA PARKER

The National Strategic Selling Institute hosted its Fall 2019 Sales Week during the week of Sept. 16.

Offered every semester, students are given the opportunity to interact with corporate partner companies of the program and build skills to further enhance their professional development.

The events were open to all students at the university, specifically those students who wanted to go into a career in sales. All events were held in the College of Business Building.

The week started with a Corporate Partner Networking Event in the Business Building Atrium. During this event, students networked and learned more about companies interested in hiring talented students with an interest in sales.

Throughout the day on Tuesday, Sept. 17, there were multiple opportunities for students to participate in Sales Week. A Sales Career Fair was held in the Business Building Atrium. With 28 companies participating in the event, there were numerous opportunities available for full-time positions and internships for students who have an interest in sales.

A Recruiter Panel took place from in the afternoon on Sept. 17. During the panel discussion, four recruiters discussed the do's and don'ts of interviewing.

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## NSSI Sales Week | Continued

Sales Week wrapped up with keynote speaker Dan Stalp, president of Sandler Training, on Wednesday, Sept. 18. Stalp presented “Sales Professionals: Are They Born or Made?”. Stalp’s presentation focused on developing talents into effective sales behaviors.

“We started Sales Week as an opportunity for students to learn more about the many benefits of a sales career,” said Dawn Deeter, director of the National Strategic Selling Institute. “It has grown to be a major recruiting event, offering our students the chance to build their professional network and explore a wide variety of job openings for full-time roles and internships located across the country.”

The National Strategic Selling Institute is housed in the College of Business Administration, which has been named one of the top sales programs in the country for eight straight years by the Sales Education Foundation. Last fall, Kansas State University became just the 19th university in the U.S. to offer a major in sales. Students can also earn a certificate in professional strategic selling, which is open to all majors at the university. The professional strategic selling program introduces students to the fundamentals of sales and through the innovative curriculum and sales labs allows students to develop the skills needed to be successful.

The institute will host a Spring 2020 Sales Week during the week of Feb. 24, 2020.

For more information on the National Strategic Selling Institute or its events, please contact [kstatesalesprogram@k-state.edu](mailto:kstatesalesprogram@k-state.edu).





## Avocados from Mexico president and CEO visits College of Business Administration

SUBMITTED BY JULIA JORNS

The College of Business Administration recently welcomed Alvaro Luque, president and CEO of Avocados from Mexico, to discuss his company's Super Bowl ad strategy as part of the colleges' Business of Sports and Entertainment Speaker series.

According to Luque, the responsibility you have as an advertiser is to create value and growth. Looking at and understanding your audience is so important, and you need to have content that can cater to your whole audience.

Luque spoke to the class about the process it took for his company to reach the growth they have when it comes to advertising. Avocados from Mexico has produced commercials trying to give its audience unique experiences over the last few years. During that time, the company has spent around \$7 million dollars for a total combined air time of two minutes and thirty seconds.

A big point of emphasis from Luque was talking about how companies look at their investments. If your main focus of having an advertisement during the Super Bowl is the amount of money you'll make off it, then it's probably not worth it. But if you view it as a campaign instead, using the opportunity is the most underrated media investment you could make.

"The creativity that was demonstrated by Luque and his team in their Super Bowl ad campaigns was really inspirational for the class," said Doug Walker, associate professor of marketing and leader of the speaker series. "I am unaware of a better example of leveraging synergies between cutting-edge digital technology and a clear marketing strategy."

In addition to speaking to the sports marketing class, Luque and his team also presented as part of the college's Entrepreneurship Speaker Series about launching new products.

# Department of Marketing hosts second annual K-State Marketing Symposium

SUBMITTED BY BRENT FRITZEMEIER

In an event centered around student and employer interactions, the marketing department recently hosted its second annual K-State Marketing Symposium.

Planned by the Marketing Student Advisory Council, the event invited prominent marketing alumni and employers to the College of Business Administration for a day of presentations and networking. The top 50 marketing students were able to meet and mingle with potential employers while gaining insight into what characteristics, qualities and professional habits they should start developing.



Featured speakers at the symposium included David Brotton, vice president of marketing for Purple Wave Auction; Tim Phelps, director of marketing and communications at NetStandard; and Gina Powers, marketing communications manager with Sprint Business.

“This event was a great way for us to bring together students and employers for a day of meaningful networking and interaction,” said Esther Swilley, head of the marketing department. “Our students were exposed to many different aspects of marketing for all types of companies as they begin to make decisions about their future careers.”

## K-State students receive scholarships from American Advertising Federation of Kansas City

SUBMITTED BY BRENT FRITZEMEIER

Six Kansas State University students were recently awarded a scholarship by the American Advertising Federation of Kansas City.

As part of the award, the students receive scholarship money, a one-year membership in AAF-KC and AAF National, invitations to attend all regular program activities of AAF-KC at no cost, and a professional mentor who works in the Kansas City area.

K-State had the most student recipients of any university in the region. Four of the recognized students come from the College of Business Administration, including junior in marketing Mary Carr, senior in marketing Jacqueline Clawson, junior in marketing Emma McLaren and senior in entrepreneurship Natalie May. The remaining two awardees, junior Kathryn Hurd and senior Paige Rome, study mass communications in the College of Arts and Sciences.



## Sports and Entertainment Marketing Speaker Series kicked off with sports agent Teddi Domann

SUBMITTED BY BRENT FRITZEMEIER

Teddi Domann, sports representative and chief marketing officer of 360Sports, kicked off this semester's Business of Sports and Entertainment Speaker Series on Sept. 3, 2019.

The lecture was held in the lecture hall at the Business Building. Students from Doug Walker's MKTG630: Sports Marketing class and others joined for this lecture.

360Sports, based in Colorado Springs, provides comprehensive representation and management for professional athletes and coaches, with a focus on players in the National Football League. Domann has extensive experience in sports marketing, including serving as the global director of sports marketing for McDonalds Corp. and managing director for the U.S. Olympic Committee. Sports Business Journal named Domann one of the Top 25 Women in Sports Marketing in 2000.

## Sports in Kansas founder/CEO Chet Kuplen speaks in Business of Sports and Entertainment Speaker Series

SUBMITTED BY BRENT FRITZEMEIER

Chet Kuplen, founder/CEO of Sports in Kansas LLC, was a guest speaker in the Business of Sports and Entertainment Speaker Series. Kuplen's presentation was Thursday, Sept. 12, in the Business Building Lecture Hall.

In just seven years, Kuplen has built the largest online media platform in Kansas for high school sports, with more than 230,000 social media followers. He also hosts four radio shows and several statewide television broadcast teams. Kuplen will talk about building Sports in Kansas from scratch, including branding, marketing, promotions, advertising and sales.

The speaker series is organized by marketing professors Doug Walker and Janis Crow to support their MKTG630: Sports Marketing and MKTG625: Entertainment Marketing courses, as well as the college's business of sports and entertainment certificate program. All speaker series events are open to visitors and no ticket is required.

## Kudos to our Faculty/Staff in the Marketing Department!



### American Marketing Association recognizes marketing professor's paper as 'Best in Track'

SUBMITTED BY BRENT FRITZEMEIER

Mike Krush, assistant professor of marketing in the College of Business Administration, and his co-authors were recognized at the 2019 American Marketing Association's Summer Academic Conference. Krush and his colleagues received the "Best in Track" recognition in the Selling and Sales Management in Business and Consumer Markets track at the conference.

Submissions in this track focused on effective business communication, best sales practices and emerging opportunities in sales and selling in an era of expanding technology.

Their paper, titled "'A little something of everything': Exploring the unconventional relationship between job stressors and salespeople's service adaptive behavior," addresses the role of frontline salespeople and the various forms of job stressors that they face. The authors found that certain job stressors may have nonlinear relationships with the salesperson's ability to adapt their sales behaviors to their customers. Further, the author's found the value of the salesperson's time management skills as a valuable resource for the salesperson. Specifically, time management skills may plausibly mitigate the negative effects of certain job stressors.

In addition to Krush, the paper's authors include Raj Agnihotri, Iowa State University; Ashish Kalra, La Salle University; and Prabhat K. Dwivedi, STEP-HBTI.



### Doug Walker presented 'Help Them Experience It' at professional development event

SUBMITTED BY BRIAN NIEHOFF

As part of the Teaching and Learning Center's professional development series, Doug Walker, associate professor of marketing, will present "Help Them Experience It" on Sept. 20 at the College of Business. View a promotional video.

Walker discussed how the incremental value derived by students from doing something, rather than just discussing something, is significant. But to really experience it, they have to care about the outcome. This requires planning and imagination, and possibly resources, but it is possible to help students "feel it." Successful implementation of this approach will benefit not only your students, but yourself and other stakeholders.



### Dana Parker joins NSSI as new Program Coordinator

Dana Parker recently joined the staff of the National Strategic Selling Institute as the new Program Coordinator. She will handle various communications efforts and event planning for the NSSI and within the Marketing Department.

Previously, Dana was with the K-State College of Veterinary Medicine as a Program Coordinator for the Alumni and Events office for the last five years. Prior to K-State, she worked with the Kansas Motor Carriers Association as their Director of Communications and Events in Topeka.

Dana earned a bachelor's degree in Mass Communications and a master's degree in Adult Learning and Leadership, both from Kansas State University. Dana and her husband, Dustin, reside in Riley with their dog and two cats.



## Walker's independent study class develops website for the Business of Sports and Entertainment Certificate program

SUBMITTED BY DANA PARKER

What was labeled as an independent study class developed into something much more. Dr. Doug Walker, associate professor in marketing, leads an independent study class each semester. His goal with each class is to bring together a small group of students with high aptitudes, well developed complimentary skill sets and significant experience in their area of expertise. This semester's group consisted of four students: Blase Pivovar, senior in marketing, Cooper English, senior in marketing and sales, Brian Fernando, junior in marketing, and Max Kubik, senior in marketing. The group decided to work together to develop a student run website for the Business of Sports and Entertainment certificate program at Kansas State University.

Starting from scratch on Aug. 28, the website ([ksubse.org](http://ksubse.org)) was launched on Oct. 2, 2019. The site consists of information on the certificate program, guest speaker series, calculators related to the sports and entertainment business and program donation information. Through the website creation, students gained real experience while in school and utilizing their skills.

"The objective of this group is to help them identify a project that not only leverages what they already know how to do, but pushes them to experiment and significantly expand what they are capable of doing while working as an autonomous team," said Walker. "My role is to encourage them in their work, challenge them to take things to higher levels and provide the resources they need to accomplish what they want to do."

Each student had a specific role in creating the website. Fernando handled website content, filming and editing video. English helped design the website and developed the various calculators that can be found online. Kubik managed the social media aspect of the program and would meet with classes to gather feedback for the website. Pivovar headed up website design and would help keep everything organized in terms of design consistency. Through this experience, it allowed each of these students to work as a team to develop a project.

"I really liked sports and wanted to find a niche for it," said English. "I wasn't aware of this program and industry when I was in high school. If I had been aware, I would have started sooner. I'm excited to be part of creating a place for students to find out more about the sports and entertainment business industry."

"Working with Blase, Cooper, Brian and Max has been a pleasure," Walker said. "Our weekly meetings are a highlight of my week. I am continually amazed at what their passion and energy has driven them to produce."

The remainder of the semester will focus on driving traffic to the website. This will consist of social media, search and banner advertising, target marketing and other methods the group decides to pursue. The website will be handed over next semester to another group of students who will continue the marketing of the site.

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