

## MMN

The **MMN** is distributed to all marketing majors, as well as other majors who are currently enrolled in marketing courses. The information is intended to keep you up to date about scheduling, courses, programs, careers, and other issues of interest to students. Marketing Minute provides important information to help you make better-informed decisions about your education and career development. Students who are registered with Canvas and those who have declared Marketing as an option receive this newsletter via e-mail too. If you wish to be added to the mailing list, please email Miriam Nino at [mnino@csufresno.edu](mailto:mnino@csufresno.edu).

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## Marketing Club

### JOIN NOW!!!

#### WHY JOIN MARKETING CLUB?

- \*CAREER RESOURCES
- \*PROFESSIONAL DEVELOPMENT
- \*PLANNING AND EXECUTION OF EVENTS
- \*NETWORK WITH INDUSTRY PROFESSIONALS
- \*MEETING NEW FRIENDS AND CREATING MEMORIES



WE ARE ACTIVELY RECRUITING  
NEW MEMBERS!



Join our GroupMe  
[bit.ly/fsmarketingclub](https://bit.ly/fsmarketingclub)  
for updates and information!

 @FSMARKETINGCLUB

 @FSMARKETINGCLUB

\*Open to all majors

### MARKETING CLUB MEETINGS ARE

## Every Friday @ 3 pm

All majors and options are welcome to participate.

Date: Every Friday

Time: 3:00 pm

Location: Check our Twitter or IG using [@fsmarketingclub](https://twitter.com/fsmarketingclub) for room or virtual location or email Dr. Zhang

Contact: Dr. Haiying Zhang at  
[hzhang@mail.fresnostate.edu](mailto:hzhang@mail.fresnostate.edu)

We hope to see you soon!

## **FACULTY SERVICE AND RECOGNITION**

- Dr. Susan Geringer was recently awarded the honor of being named as the Marketing Management Association (MMA) Fellow for 2021. Each year at its Fall Educators' Conference, the Marketing Management Association recognizes one or more MMA members who have made an outstanding long-term service contribution to the organization. Dr. Geringer was named to this honor in October.
- Dr. Lizhu Davis and her co-authors published an article, "The storm of COVID-19: College students' perceived challenges with virtual learning," in the *Journal of Higher Education Theory and Practice*.
- Dr. Monique Bell served as a panelist for the Wine Market Council webinar, "What Hispanic, Black and Asian-American Consumers Are Telling Us About Wine" on Thursday, February 3, 2022. The discussion included original market research by Ethnifacts and revealed the business imperative of engaging multicultural consumers.
- Dr. Andy Stratemeyer, Dr. Susan Geringer, and Professor James Taylor have co-authored a research paper entitled, "Service Failures, Recovery Efforts & Customer Satisfaction within the Amazon Corporation," which will be presented by Dr. Geringer at the Association of Collegiate Marketing Educators 2022 Conference in New Orleans, LA in March 2022.
- Dr. McDowell Porter III and his co-authors are finalist in the Association of Collegiate Marketing Educators (ACME) AxxessCapon Teaching Innovation Competition at the ACME 2022 Conference in New Orleans, LA in March 2022.

### **MARKETING DEPARTMENT SPOTLIGHT**

#### **Please Welcome our New Arrivals**

**Clint Goto — Lecturer**

**Esrella Lacaze — Lecturer**

**Megan Souza — Lecturer**

**Miriam (Mimi) Nino**

**Marketing Department Administrative Assistant**