

# **Marketing Monthly**

## June, 2009: Volume 4, Issue 6

### **\*\*\*Alina Sorescu Receives Mays Teaching Innovation Fellowship\*\*\***

Congratulations to **Associate Professor and Mays Faculty Fellow Alina Sorescu** on receiving a Mays Teaching Innovation Fellowship at the May 6<sup>th</sup> Mays Faculty and Professional Staff Meeting. This fellowship, that recognizes innovative teaching methods and the prospect for continued innovation in the future, is provided annually to two Mays faculty members. It carries a summer salary stipend of \$15,000 per year for two years.

An excerpt from Alina's nomination letter stated:

*Alina Sorescu's classes are characterized by hands-on, application-oriented projects. Her undergraduates work on real-world marketing research problems with local organizations. Such an approach is time consuming and logistically demanding, but Alina is genuinely committed to helping her students learn how to actually do marketing research (not just read or think about it). At the master's level, Alina uses published case studies, creates her own case studies when necessary, holds classes in a computer lab so data sets can be manipulated and analyzed using Excel, and most recently created assignments based on the subscription-based ESRI database. This latter innovation was made possible by funds provided to Alina as a result of being named a 2007 Center for Teaching Excellence (CTE) Montague Scholar. In her PhD seminar focused on multivariate analysis and econometric techniques, Alina has designed innovative assignments that expose students to both "ideal" datasets and data that has problems students are likely to encounter in their own research such as outliers, non-normally distributed variables, and missing data.*

### **Department of Marketing News**

► **Happy Birthday** wishes this month to:

**Assistant Professor Kelly Haws** (June 3<sup>rd</sup>)  
**Doctoral Student Ying Zhu** (June 5<sup>th</sup>)  
**CRS Campus Programs Coordinator Tyan Jacox** (June 8<sup>th</sup>)  
**Adjunct Professor Kerry Litzenberg** (June 10<sup>th</sup>)  
**Doctoral Student Zixia Cao** (June 13<sup>th</sup>)  
**Doctoral Student Thomas Dotzel** (June 15<sup>th</sup>)  
**Assistant CRS Director Kelli Hollinger** (June 22<sup>nd</sup>)  
**Macy's Foundation Professor Sanjay Jain** (June 27<sup>th</sup>)

- ▶ The Featured Faculty member for the month of **June** in the Marketing Department Display Case (located outside our main offices in Wehner 220) will be **Director of the Center for Retailing Studies and Executive Professor Cheryl Bridges**. Stop and read about Cheryl's accomplishments, current interests, and future plans when you are able. The display also highlights some of Cheryl's favorite quotes, as well as her *Tips for Success*.

- ▶ **Marketing Department Subject Pool Featured in IRB Newsletter**

The latest issue of the *Human Subjects' Herald* - the newsletter for the Human Subjects' Protection Program (HSPP) and Institutional Review Board (IRB) at Texas A&M University - is now online at:

<http://researchcompliance.tamu.edu/irb/hssp-newsletter/Issue3.pdf>

The newsletter includes an interesting article on page 3 in which **Assistant Professor Karen Winterich** is interviewed about our department's IRB-sanctioned subject pool. Our pool is now in many ways a model for other departments across campus.

- ▶ **Undergraduate Student Advising Update:** During the recently completed advising periods for summer and fall, our advising team (**Lecturers Stacey Massey and Leslie Seipp**) saw 303 students in total. According to **Senior Lecturer Sandi Lampo**, who worked behind the scenes coordinating and planning, we offered 424 available appointments and thus filled 71.5% of our appointments. The Sweepstakes ran from 3/2-4/10. During that period of time, we offered 256 appointments – 198 appointments were filled and 58 were left open. That means that we filled 77% of our appointments during this time. If we look at the post-Sweepstakes time, we offered 168 appointments – 105 appointments were filled and 63 were left open. That means that we filled 62.5% of our appointments. It is important to note that this post-Sweepstakes time in the past has typically been our busiest time of pre-registration (staying past 5 on Fridays to meet with more students, coming in for additional advising hours, etc.) This is very encouraging and shows the Sweepstakes truly helped smooth out demand. In addition, Sandi, Leslie Seipp and Stacey Massey report that we never felt the sense of stress associated with not being able to see everyone that we have felt in the past.

## ***June News from Our Center for Retailing Studies***

### **CRS Scholarship Recipients**

M.B. Zale Leadership Scholarship Recipient – Emily McGrath

Bill Bolen Scholarship Recipient – Kasey Muse

### **2009-2010 M.B. Zale Leadership Scholars**

Emily McGrath

Kasey Muse

Bianca Stewart

Meredith Thompson

### **2009-2010 Student Retailing Association President**

Alex Larabee

### **2009 Retailing Certificate Graduates**

The 48 students listed below completed the requirements of coursework, an internship, and participation in the Student Retailing Association to earn the Certificate in Retailing.

Stephani Alaman	Megan Frankson	Danielle Monogue
Kristin Albert	Taylor Garrett	Kelly Narramore
Nicole Baltzell	Jaya Godhwani	Andrew Nguyen
Ashley Barber	Amy Goldman	Kyla Phung
Rebecca Bowdoin	Sherman Gooden	Gary Popham
Andrea Burdett	Ashley Hajek	Brandi Jo Reilly
Michelle Carter	Amber Harris	Natalie Robinson
Kathryn Clark	Lauren Heintzelman	Kelly Stock
Cori Conner	Jared Jacox	Kelly Thompson
Bridgette Dickson	Sarah Kee	Taylor Tmcaik
Whitney Eddleman	Meghan Kelley	Nicole Votsmier
Jeremy Ekes	Tiffany LaPrude	Holly Weeks
Georgia Ellison	Aubrey Lupold	Stacy Wheiles
Amber Espino	Sierrah McDonald	Emily Whitzel
Courtney Farley	Jessie McDonough	Connie Yoo
Kristen Fleuriet	Makala McKirahan	

### **New CRS Website Launched**

Check out the Center for Retailing Studies' new website at [www.crstamu.org](http://www.crstamu.org).

The site features interactive elements, scrolling videos, enhanced content, and more streamlined navigation so our customers can more easily access information. Cheryl Bridges, director of the Center, says, "We are pleased with the new site. It more clearly brands with Texas A&M University and Mays Business School. We strongly feel that it will be a valuable resource tool for any student, recruiter, researcher, or business person to learn more about our retailing programs at Texas A&M."

Visitors looking to register for events such as the Retailing Career Fair or Retailing Summit can make transactions securely through Aggie Marketplace, the university's new on-line payment system. To register, visit the Center's "store" on-line and add a registration to your shopping cart.

### **Internship Profile**



For William Baker, a summer job for extra income turned into the gateway for a professional career. "I have worked in retail for over two years and it is a personal passion of mine."

This summer, he joins Macy's in Houston as a sales management intern. There he will analyze business trends, track inventory and sales, gain experience in human resources, visual merchandising, loss prevention, and management in order to maximize sales potential.

William shares his love of retailing with local high school students in Bryan, Texas. He led "Project Greenway," a service learning activity for students to transform recyclables into runway wear, including a cocktail dress made of paper, staples and tape.

"I do believe that for me the only limit on my success in life is based upon whether or not I believe that I can do it," says the junior marketing major. When asked about his career goals, he smiles and replies, "I can see myself opening my own men's and women's specialty store. Later in life I would like to teach marketing or retailing classes at a university or be a congressman or senator to represent my constituents in Washington. I embrace the shoot for the moon and land amongst the stars philosophy."

**We want to include your activities and news in the next issue of the *Marketing Monthly*. Simply submit them to Jeff Conant at:**

**[j-conant@tamu.edu](mailto:j-conant@tamu.edu)**