Dear Lehigh University Marketing Students, Alumni and Friends:

It is my pleasure to present to you our annual newsletter. We have had an outstanding 2014-2015 academic year here on South Mountain. Our marketing majors once again demonstrated the outstanding work ethic and passion needed to be successful in business today. The Lehigh spirit of our students was evident when working on marketing strategy projects for non-profits such as the Da Vinci Science Center, Parkland Area Soccer Club and the United Nations. Their skills and knowledge were in full bloom when developing a marketing strategy for Valeant Pharmaceutical’s Bedoyecta® vitamin supplement brand. Their professionalism was on display when engaging in energetic discussions (both on and off campus) with executives from firms such as Ann Inc., WPP, Conde Nast, Coach, the Philadelphia Phillies, Just Born, Bed Bath & Beyond, Olympus, etc. Our students have once again demonstrated why a Lehigh education is so highly sought after.

The efforts of our students and the support of our marketing faculty, alumni and friends, makes Lehigh University’s marketing program one of the best in the country. Don’t simply take my word for it. A ranking in the Fall of 2014 of the best marketing programs by College Factual, published in USA Today College, listed the Marketing Program at Lehigh University as the 6th best program in the nation.

In addition to working closely with our students, our faculty contribute at the highest level to thought leadership in their respective fields. We have once again seen departmental faculty sharing their work in the premier scholarly journals, and being recognized by their peers for their cutting edge research (see Faculty and Staff highlights through the newsletter) and being quoted in the leading business (e.g., Harvard Business Review) and popular press (e.g., Vogue).

The Department of Marketing is also a leader in the field of marketing analytics. We are pleased to announce that we are playing a central role in Lehigh University’s interdisciplinary Data X strategic initiative (see http://www1.lehigh.edu/datax). Leveraging Lehigh’s strengths in marketing and computer science through interdisciplinary collaboration will allow us to better prepare our students for the careers of the future. What firm today is not making creative use of data to deliver greater customer value?

Please enjoy the rest of the newsletter as you read about the many accomplishments of our students and faculty, as well as our new faculty. If you would like to speak with me in detail about any of the activities mentioned in this newsletter, or how you could help support the next generation of Lehigh marketing students, please do not hesitate to contact me at 610-758-6530 or david.a.griffith@lehigh.edu.

A Message from the Marketing Chair
by David A. Griffith, Ph.D., Professor of Marketing

Get Connected and Stay Involved

There are so many activities in the Department of Marketing that sometimes it is hard to keep up with them. Whether a student, alum or simply a friend of LU, don’t miss this opportunity to connect with us and stay involved by liking us at www.facebook.com/DepartmentofMarketingatLehigh.
Honors Convocation Student Awards

Honors Convocation was held this year on April 17, 2015. Marketing faculty joined our students in celebrating outstanding achievement in the College of Business and Economics.

Marketing major Lacey Quinn was presented with the Marketing Achievement award during the CBE Honors Convocation Reception. This award is presented to a student who made a strong commitment to and has demonstrated leadership toward improving the Marketing program outside of the classroom.

The Marketing Commendation Awards for Class Project/Paper was presented to Jacqueline Aresco, D.J. Konstanzer, Catheryn Llibre, Serena Rizzo, and Jessica Scott. These students were recognized for their outstanding performance on their class project titled “Da Vinci Science Center: Walk-In Traffic Analysis.”

Current Lambda Mu Sigma members joined with marketing professors Marina Puzakova, Nevena Koukova, James Maskulka and David Griffith, to welcome new initiates into Lambda Mu Sigma, the Lehigh University Department of Marketing Honorary Society.
Lambda Mu Sigma is a marketing honorary society, founded at Lehigh University on November 5, 1940. Membership in Lambda Mu Sigma is open to marketing majors who have achieved academic excellence and have made significant contributions to the marketing program at Lehigh, marketing education or the marketing profession. We are extremely proud of Lambda Mu Sigma, its history and our members. The following marketing majors were recognized with membership in Lambda Mu Sigma in the Spring of 2015.

- Emily Drabik-Stevens
- Samantha Elgort
- Alexandra Kaminetsky
- Brishy Khossein
- Samantha Krutal
- Irene Lau
- Sarah Oxholm
- Amy Roland
- Elana Snyder
- Emily Votze
- Victoria S. Yu

The Department of Marketing is delighted to celebrate Professor Maskulka’s 25th year of involvement with the Lehigh in Belgium Program. The 2015 Belgium program included 29 students who took a combination of marketing and or music courses. Four student interns were also placed in organizations in Brussels. This year’s highlights included 10 field trips to various EU institutions and a group trip to the Music Village Jazz Club.
The leadership team of the Da Vinci Science Center (DSC) partnered with Professor David Griffith’s MKT 325 Quantitative Marketing Analysis class to apply data analytics to solve challenges DSC faced. At the beginning of the Fall semester, DSC executives presented their challenges to the students highlighting two seminal questions. Specifically, executives wanted to know (1) what the factors were that influence traffic and revenue at the DSC? and (2) how active members of the DSC were in relation to attendance, programs and events?

Students, working throughout the semester in groups, worked to understand the DSC’s challenges and data by visiting the facility as well as digging deep into DSC’s existing multi-year data. Students then complimented DSC’s existing data base with data from multiple sources (e.g., weather, competitor activities). By combining multiple data sources and applying a variety of data analytic techniques, the groups were able to provide insights into the questions posed by DSC’s leadership team.

Students presented their findings to the leadership team at the end of the semester. DSC executives were extremely impressed with the work that was produced by Lehigh’s students.

The leadership team at DSC has used the student findings in a number of its strategic decisions and is looking forward to further collaborations with Lehigh’s marketing majors. Watch a video discussing the DSC project at: http://www1.lehigh.edu/datax
In the Spring of 2015 Lehigh University announced the launch of Data X. Data X is a multi-million dollar interdisciplinary strategic university initiative that will significantly expand Lehigh’s capacities for teaching and learning in computer and data science, while increasing access to such courses for students, regardless of their major.

The Department of Marketing is a key player in this initiative and has been working with faculty across the University since the Spring of 2013 to build this initiative. The Department has significant strength in the area of analytics, with multiple faculty specializing in the application of data science in marketing.

Faculty interest and expertise in marketing analytics has resulted in programmatic development. For example, the Department has offered a course in Quantitative Marketing Analysis for a significant number of years. In 2014 the faculty revised the undergraduate curriculum to include a track in Marketing Analytics with two elective offerings: Consumer Insights through Data Analysis (a revised version of Quantitative Marketing Analysis) and a new course, Marketing Analytics in a Digital Space. These courses, coupled with our Marketing Research course, also serve as a track within Lehigh University’s highly regarded Computer Science and Business (CSB) Program. The Department also offers MBA students an opportunity to gain greater knowledge in this area with the course Marketing Analytics (initially offered in the Fall of 2013).

Data X will also see Lehigh recruit and hire new faculty in computer science, marketing, and related disciplines, infuse the concepts of data science into areas of study across the University, and position Lehigh as a leader in an increasingly essential field. In academic year 2015-2016 the Department of Marketing and the Department of Computer Science and Engineering is conducting two joint faculty searches. In marketing, the search is for a faculty member with an interest in the area of analytics, relevant to topics such as, but not limited to, data mining, computational advertising, scalable methods, and who desires to work at the crossroads of marketing and computer science. A complementary hiring search is occurring in the Department of Computer Science and Engineering.

Lehigh has a tradition of being a leader in interdisciplinary teaching and research. Data X builds upon Lehigh’s interdisciplinary strength in an exciting and innovative way, at a time when data science is shaping discovery and development in our economy, culture and society.
Marketing Internships Build Experience

Phillips-Van Heusen Corporation

Marketing major Melissa Feeney is working as an intern at Phillips-Van Heusen’s (PVH Corp.) licensing department during the summer of 2015. Her internship entails working to establish mutually beneficial agreements between PVH and other labels to better produce, distribute, and represent the partnering labels. PVH currently has licensing agreements with brands such as Michael Kors, DKNY, Geoffrey Beene, Ted Baker, Kenneth Cole and many more. The department works both at the national and international level and lies at the heart of creating PVH’s diversified brand portfolio. “I have researched international copyright laws, gone on department store visits to evaluate PVH brand positioning and displays, and helped to create a licensee profile from a licensing agreement. The best part of my internship by far has been the exposure to the international business. I am intrigued by the way business etiquette and conduct varies depending on which country the representatives you are dealing with are from.” – Melissa Feeney

“Working for a small start-up company has been engaging and exciting as your voice gets heard and your opinions are more valued. This experience has thus far strengthened my research skills that I have learned at Lehigh.”

-Susan Jensen

Marketing Internship Experiences

PVH

Marketing major Catheryn Llibre is the first student to be placed in the municipal hall of Tavira in Portugal. Catheryn conducted consumer research and developed a marketing plan surrounding this Mediterranean lifestyle in the Summer of 2014. Her research is being used as a platform to bring in new investors and tourists into the city by creating new products and services.

Marketing major Susan Jensen served as the Marketing Intern for V3Biz Corporation, an IT consulting company based in Allentown, PA. V3Biz recently partnered with a group of developed in Spain to embark on a venture to bring their new LMS called eAmida to market.

Susan’s primary responsibilities include conducting extensive market research about the current eLearning industry, generating a competitive analysis using perceptual maps and SWOT analysis, and providing her own strategic insights about target marketing.

“Working for a small start-up company has been engaging and exciting as your voice gets heard and your opinions are more valued. This experience has thus far strengthened my research skills that I have learned at Lehigh.”

-Susan Jensen

Department of Marketing
Internship experience at Lilly Pulitzer

Marketing major Olivia Hodina will be spending a majority of the 2015 summer as a Signature and Specialty Sales Intern at Lilly Pulitzer. Olivia’s main responsibility will include providing sales support in day to day activities for the Signature and Specialty Store Business Development Team and the Senior Director of Signature and Specialty Store Sales. This includes observing how the team works directly with their account in a day to day management of their accounts and preparation of Resort 2015 Business Meeting and Sales Meetings.

During Olivia’s first week as an Intern at Lilly Pulitzer she spent the week presenting the Resort 2015 line to Signature and Specialty Stores in Boca Grande, Florida.

“I am so excited to be interning at my dream company. Everyone throughout the interview process was exactly what I imagined Lilly employees to be like: smart, extremely nice, and fun.”

-Olivia Hodina
Marketing Externship Experiences

Parkland Area Soccer Club

Lehigh Marketing Majors Erdal Yulu, Michelle Leon, Emily Prendergast, Ashley Gamboa and Betsy Powers worked with Greg Coffield, President of the Parkland Area Soccer Club to develop a re-branding and social media strategy during the Fall semester of 2014. Working under the guidance of Professor David Griffith, the group first completed a detailed SWOT and Social Media analysis. Next, the students formulated a rebranding strategy and detailed implementation plan. The completed executive report was submitted to President Coffield. Professor Griffith noted that “The maturity and professionalism of our students is outstanding. For this project, the students worked independently on a tough marketing problem facing a local non-profit. The students not only demonstrated tremendous project management skills, but delivered a thorough analysis and excellent recommendations.”

Marketing Externships Build Experience

A number of Lehigh Marketing Majors teamed-up with other Lehigh students in developing a marketing strategy for Valeant Pharmaceutical’s Bedoyecta® vitamin supplement brand under the guidance of Professor Steven Savino. Senior Victoria Yu teamed up with underclassmen Lauren Maida, Ryan Kautz, Jacy Herman, Jenna Pastorini and Mallory Joseph to research Valeant’s Bedoyecta® brand and develop a platform for introducing new products.

The team made recommendations to Valeant’s Marketing Management Executives on a number of Brand Extensions and Line Extensions. The students first identified 5 ‘Hot Spots’ – Organic, Muscle Tone, Cooking/Convenience, Support of Aging Process, and Beauty Support that were used as springboards to generating new product ideas.
YMA FSF Scholarships

Congratulations to Olivia Hodina and Julia Shor!

Marketing major Olivia Hodina and supply chain major Julia Shor, working under the guidance of Professor Ju-Yeon Lee, were recipients of the 2014 YMA Retail and Fashion Scholarship. Founded in 1937, The YMA Fashion Scholarship Fund (FSF) is a national non-profit association made up of influential members of the fashion community dedicated to promoting education of the fashion arts and business by granting scholarships to talented students and facilitating internships, mentorships and career programs. Michael J. Setola, President and CEO of Lifestyle Brand Holdings and Tharanco Lifestyles serves as YMA FSF Ambassador to Lehigh University and joined Julia Shor in NYC at the Award Gala at the Waldorf Astoria in January 2015.
A team of Lehigh Marketing Majors developed a marketing strategy for the United Nations Headquarters Visitor Center. Seniors Lacey Quinn and Eric Yuen teamed-up with underclassmen Mallory Joseph, Lauren Maida, Leah Liu and Megan Chang to research the key success factors and design a program that enables the UN Visitor Center to increase its foot traffic for its guided tours.

The team discovered that the target audience that presented the greatest potential for the UN was younger children and teenagers and the low hanging fruit for the guided tours was middle-school and high school aged kids living in the greater New York City area. A strategy and related action plan was developed along with a new branding umbrella - edUN® “Join Together.” The effort resulted in a marketing plan that combines School/Educator Conferences with school field trips with school competitions. The strategies developed also included a recommendation for co-creation/partnership with Apple.

Overall, the marketing plan included strategies to increase visitor center attendance, incentivize school/student participation and reinforce the United Nations 8 Millennium Development Goals. This year was the 4th externship project challenge that the Department of Marketing and United Nations did together. Professors Steven Savino and James Maskulka served as faculty advisors for this year’s project.
Lauren LaCascia, Director of Consumer Insights at ANN Inc., spoke to marketing majors on Thursday, October 9, 2014, about the challenges and opportunities of using data analytics within the retail and fashion industries. Lauren leads all consumer analytics and research activities across Ann Inc.’s brand offerings. She works closely with senior leadership to translate data insights into actionable growth strategies. On a day-to-day basis she balances the study of ANN’s existing customer behavior along with macro analyses to identify marketing, merchandising, and store opportunities, as well as potential threats in the market. Her presentation focused on the importance of small data for big insights. After her presentation she spent considerable time meeting with students one-on-one to answer their questions pertaining to analytics and the fashion retail industry.
Gaining Real World International Experience

Marketing major Samantha Krutal recently studied in Prague, Czech Republic during the Spring 2014 semester.

“During my time in Prague, I got to meet not only 200 American students from over 50 different colleges across the country, but was also able to fully immerse myself in the native culture by living and learning side by side Czech students. I got the chance to visit a Czech elementary school where I helped teach the students English while simultaneously picking up a little bit of the Czech language. I also had the opportunity to travel to eight different countries, and experience eight very different cultures during my time in Europe. It was an overall amazing and eye-opening semester. I’m grateful that I had the chance to see beyond not only the American way of life, but also the Lehigh academic and social way of life.”

-Samantha Krutal
Marketing Club Update 2014-2015

The Lehigh University Marketing Club had another successful academic year highlighted by a field trip to Citizen’s Bank Ballpark in Philadelphia where Lehigh Marketing Club Members had the opportunity to learn about Sports Marketing from key executives of the Philadelphia Phillies Major League Baseball Club. This past year’s Marketing Club was headed by a dedicated student Executive Board – Lacey Quinn (President), Jessica Marriott (VP Creative Development), Zara Rustomji (VP Fundraising), Ariella Broitman (VP Communications), Ryan Kautz (VP Finance), Annie Jones (VP Publicity & Social Media) and Officers-in-Training Jacy Herman, Ben Muller and Yen Nguyen.

The Marketing Department Faculty is pleased to officially announce the Marketing Club’s new Student Executive Board for the 2014-15 Academic Year. These students represent some of the CBE’s best and brightest. We are confident in their ability to lead and we are most confident that they will represent the Lehigh Marketing Department with the up-most integrity. Other highlights from this past year’s club activities included participation in the American Marketing Association (AMA) Vitamin Water® case competition challenge.

The mission of the Marketing Club is to assist its members in broadening their marketing experiences, through career-building activities such as career planning, student competitions, out of classroom experiential experiences and field trips, all designed to advance the students’ interests in marketing. The main goal of the Marketing Club is to bring to life what students have learned in the classroom by providing exciting guest speakers, student competitions, and activities and trips to places of interest. These events all enhance the club members’ ability to identify their professional skills and match these skills with their personal interests. The Marketing Club strives to motivate its members and provide them with the advanced chances to hear from inspirational and devoted marketing professionals and to network with them for ongoing career development.

To become a member of the Lehigh Marketing Club, simply contact Jessica Marriott at jrm216@lehigh.edu or Ryan Kautz at rak217@lehigh.edu.
Marketing Club Executive Board 2014-2015

President: Lacey Quinn
VP Communications: Ariella Broitman
VP Operations: Jessica Marriott
VP Finance: Ryan Kautz
VP Publicity and Social Media: Annie Jones
VP Fundraising: Zara Rustomji
Officer In Training: Jacy Herman
Officer In Training: Yen Nguyen

Marketing Club Executive Board 2015-2016

We are pleased to announce the Marketing Club Executive Board for the 2015-2016 Academic Year:

President: Jessica Marriott
VP Communications: Hanna Charron
VP Finance: Ryan Kautz
VP Fundraising: Benjamin Muller
VP Creative Development: Samantha Brooks
VP Social Media: Amber Cardona
Officer in Training: Mallory Joseph
Officer in Training: Yen Nguyen
Officer in Training: Vanessa Ruggiero

Department of Marketing
Marketing Club Trip: Philadelphia Phillies

The Lehigh University Marketing Club traveled to Philadelphia, PA on Tuesday, April 21 for the College Series Marketing Night followed by a Philadelphia Phillies vs. Miami Marlins MLB game. The club was met by Ruben Amaro, Jr., Team President/General Manager, Dave Buck, Sr., VP of Marketing & Advertising Sales, Michael Harris, Director, Marketing & Advertising Sales, Michael Harris, Director, and Marketing & Special Projects, Rob MacPherson, Director, Corporate Partnerships.

The Philadelphia Phillies marketing and sales team presented to the 20+ Marketing Club members in attendance about sports marketing and the challenges that they entail on a regular day basis.

Later that evening, Marketing Club members were treated to a major league baseball game as the Philadelphia Phillies defeated the Miami Marlins 7-3.

It was a great evening, a great event!
This past Fall Semester on November 7, the Lehigh University Department of Marketing held a Career Day Event whereby CBE Students were engaged in learning first-hand, from industry professionals, about career paths in Marketing and Sales. Our theme was “Get Into Something Good! Get Into Marketing!”

We started off Career Day with two special keynote guest speakers who addressed the general session – Michael Setola, CEO with Tharanco Lifestyles, on “Marketing & Retailing of Fashion Apparel,” and Mary Teryek, Marketing Director with Valeant Consumer Products, on “Building Brand Equity.” The general session was followed by three rotating break-out meetings – Retail Marketing, Marketing Research/Analytics and Advertising/New Media. Students rotating through the three breakout meetings were exposed to career panelists consisting of industry professionals covering marketing careers in Retail Marketing, Advertising/New Media, and Marketing Research/Sales Analytics.

Our vision for each career panel was achieved as the guests introduced their background (education, companies worked at, etc.) and explained to our students how and why they chose the career path they did. Additionally, each career panelist talked to “How they got Into Something Good... How they got into their respective Marketing field, etc.” as an exciting career path to consider. We culminated the day with a student Meet & Greet Networking Opportunity, with each of our Career Panelists, in the Rauch Business Center Atrium.

Marketing Career Day was a great success as our CBE Students took away valuable insights regarding marketing career paths and as a result Students gained a better sense of what it means to “Get into something good - Get into marketing!”

The Lehigh University Department of Marketing would like to thank our industry guest speakers and panelists for the incredible time they afforded our Students. Their active engagement in Marketing Career Day did not go unnoticed. The November 7 Marketing Career Day events were organized by Professor Steven Savino with the support of fellow marketing faculty, Department Coordinator Morgan Nelson and the Lehigh Marketing Club Executive Board.

Keynote Speakers
Mary Teryek (Valeant Consumer Products)
Michael Setola (Tharanco Lifestyles)

Career Panel (Marketing Research/Analytics)
Francis Ogura (Nielsen)
Andrew Israelson (Covanta Energy)
Jennika Flothmeier (Olympus)

Career Panel (Retail Marketing)
Michael Setola (Tharanco Lifestyles)
AJ Manasurangkul (Tharanco Lifestyles)
Elliot Muratore (Macy’s)
Steven Hollopeter (Quidsi)

Career Panel (Advertising/New Media)
Joanie Webber (Launchpad)
Amy Mattucci (The Trade Desk)
Marketing Career Day
Marketing Career Fair

Friday, March 27, 2015

The Lehigh University Department of Marketing held a Career Fair on campus on March 27 specifically for Lehigh Marketing Majors. Several companies came out and manned a booth where they presented their company to our marketing students as a company for jobs and internships in both marketing and sales. This was a great opportunity for companies like Bed Bath & Beyond, Olympus and Lutron to informally talk to students about jobs (marketing and sales) within their company.

The Career Fair kicked off with two special keynote speakers - Earl Adamy, Executive Director with Olympus, on “Career Networking” and Ross Born, Co-CEO with Just Born, on “Personal Branding.” The general session was followed by two rotating break-out workshops – Career Resources and Informational Interviews & Networking. Students rotating through the two breakout workshops were exposed to career development tools such as LinkedIn, as well as gaining valuable tips on making contact with industry professionals, interviewing and follow-up strategies.

Our vision for the general session and breakout meeting workshops was achieved as the guest presenters engaged our students in a discussion of how they personally progressed to the career position they currently held. Once the general session and breakout meetings were completed, the students made their way over to Zoellner Arts Center where the job fair was held. Participating companies appreciated the more intimate setting where they conducted proactive Meet & Greets with our Marketing Majors. Several students were selected for follow-up interviews in pursuit of internships and full-time job offers.

The Lehigh University Department of Marketing thanks our industry guests for the generous time they afforded our students. Also, we thank the participating companies at the job fair. Their active engagement in the Marketing Career Fair placed our Marketing Majors front and center in the pursuit of real jobs with real career development potential. The March 27th Marketing Career Fair placed our Marketing Majors front and center in the pursuit of real jobs with real career development potential. The March 27th Marketing Career Fair placed our Marketing Majors front and center in the pursuit of real jobs with real career development potential.

The March 27th Marketing Career Fair placed our Marketing Majors front and center in the pursuit of real jobs with real career development potential.
Marketing Career Fair
NYC Corporate Visits March 20, 2015

Marketing majors travelled to New York City on a snowy spring day with Professor David Griffith and Department of Marketing Coordinator Morgan Nelson to learn about the challenges of marketing today from executives at Coach, WPP, and Conde Nast. At Coach, students interacted with Todd Kahn, Global Corporate Affairs and Office and General Counsel, David Duplantis, President, Global Marketing, Digital and Customer Experience, and Paul Annunziata, VP North America Wholesale, Sales, Field Operations, Visual Merchandising. At WPP, students were treated to a presentation and open discussion with Robin Steinberg, SVP, Group Planning Director and Lehigh Alum, Larry Tormey, Chief Operating Officer, Connie Eggert, EVP, Consumer Bank Integration Lead, and Rachel Howald, EVP, Chief Creative Officer. At Conde Nast, students were hosted in 1 World Trade Center and met with seven Executives of Conde Nast which included the following: Beth Ann Eason, SVP/Head of Digital Development and Lehigh Alum, Edward Menicheschi, CMO, President, Conde Nast Media Group, Pat Connolly, VP, Marketing Solutions, and many more. The NYC corporate visits and celebration dinner at the City Hall Restaurant (funded by a generous alum), allowed students to gain a respect and understanding of the diversity of marketing positions in industry.
Ushering in a new class of Marketing Majors

Newly declared business majors are welcomed at a number of events, such as the CBE Major Fair and the annual Major Appreciation Day Celebration. Professors Marina Puzakova, James Maskulka, Ravi Chitturi, Steve Savino and Taewan Kim engaged students about the opportunities in marketing at this year’s marketing major events. All marketing faculty participated in this year’s Major Appreciation Day celebration.

Saying Goodbye to the Class of 2015

Congratulations to the Class of 2015. Commencements are always a joyous, yet sad, day for the faculty and staff of the Department of Marketing. Joyous at the achievements of our students. Sadness knowing that they will be moving on from South Mountain. We, at the Department of Marketing, wish you great success in your future endeavors, thank you for your time with us here at Lehigh University, and very much hope that you will continue your connection to Lehigh University and the Department of Marketing.
The mission of the Department of Marketing at Lehigh University is to enhance the prestige and academic reputation of the CBE and Lehigh University by building an outstanding department that excels in thought leadership through cutting-edge knowledge, creation, innovative knowledge dissemination and strong external visibility. In support of our mission, in April of 2015 the Department hosted its second, annual, two day Department of Marketing Research Symposium, co-chaired by Professors Ju-Yeon Lee and Taewan Kim.

Distinguished presenters at this year’s event included Professor Susan Fournier (Boston University), Professor Rebecca Slotegraaf (Indiana University), and Professor Steven Shugan (University of Florida). The Department of Marketing Research Symposium allowed stimulating discussion between our distinguished speakers, Lehigh University marketing and psychology faculty as well as marketing faculty and doctoral students from surrounding universities. This year’s event was attended by faculty and students from 12 different universities, including Penn State University, Drexel University, Temple University, George Mason University, the University of Delaware, the University of Virginia, the University of Utah, etc.
Once again the Department of Marketing has received numerous recognitions for outstanding teaching, research and service. In addition to passionately supporting our students, our faculty continue to contribute at the highest level to thought leadership in their respective fields and our staff is setting new standards in university leadership. The following are a few of the recognitions received this year by our faculty and staff.

Professor Ravi Chitturi
   2014 Citations of Excellence Award, Emerald Group Publishing

Professor Beibei Dong
   Appointed to the Editorial Review Board of the *Journal of Service Research*

Professor Ju-Yeon Lee
   Peller Research Award, Lehigh University
   Marketing Science Institute Research Grant

Professor Nevena Koukova
   Appointed the James T. Kane Faculty Fellow

Professor David A. Griffith
   Appointed the Iacocca Chair
   “Top 50” Author Research Productivity in the Premier AMA Journals (2010-2014), AMA DocSIG
   2014 AMA Global Marketing SIG Excellence in Global Marketing Research Award
   Faculty Fellow, Societa Italiana Marketing, 2015 Doctoral & Research Colloquium
   Keynote Speaker, Mid-Atlantic Doctoral Symposium, Temple University

Professor Marina Puzakova
   Appointed the Alison and Norman H. Axelrod ’74 Endowed Summer Research Fellowship

Professor Steven Savino
   Appointed the John C. Swartly Jr. ’24 Professorship
   2015 Hillman Award for Excellence in Undergraduate Advising
   2015 Lehigh University College of Business and Economics Student Advising/Membership Excellence

Professor K. Sivakumar
   2015 MBA Elective Teacher of the Year
2014-2015 Faculty Activities and Research

**Michael Catalano, MBA.** (Cornell University), Professor of Practice; Mike is a business executive with 20 years of industry experience including leadership positions at Fortune 100 companies, Merck and Procter & Gamble, and as a consultant with The Wilkerson Group, later part of IBM, where his responsibilities have spanned strategy, marketing, sales, and business development. Mike teaches Principles of Marketing, Professional Selling, and Retail Marketing. He also acts as an advisor to Marketing majors.

**Ravi Chitturi, Ph.D.** (University of Texas at Austin), Associate Professor of Marketing; Ravi has published in premier scholarly journals such as *Journal of Marketing, Journal of Marketing Research, International Journal of Design, Journal of Product Innovation Management and Journal of Personal Selling and Sales Management*. In 2014, Ravi’s research prestigious *Emerald Management Reviews Citation of Excellence awards*. 2014 Citations of Excellence award recognized Ravi’s research as one of the top-35 most impactful articles out of 200,000+ papers in the past 15 years across premier scholarly business journals such as Journal of Finance, SMJ and JM.

**Beibei Dong, Ph.D.** (University of Missouri), Assistant Professor of Marketing and Thomas J. Campbell ‘80 Professorship; Bacy’s current research focuses on service failure/recovery, customer co-creation, service quality and other related topics in services marketing. In 2015, she published one article in the *Journal of Service Research, and has two articles accepted for publication in the Journal of Service Management and Journal of Services Marketing*. She is selected to serve on the Editorial Review Board of *Journal of Service Research*.

**David Griffith, Ph.D.** (Kent State University), Department Chairperson, Iacocca Chair and Professor of Marketing; During this academic year David’s research was accepted (or published in) the Journal of Marketing, Journal of Retailing, Journal of International Marketing, Marketing Letters, among others. He was recognized by the American Marketing Association (AMA) DocSIG as a “Top 50” publisher in the leading AMA marketing journals, was the keynote speaker at the Mid-Atlantic Doctoral Symposium and a Faculty Fellow at the Italian Marketing Society Doctoral and Research Colloquium. He also served on the Academic Council of the American Marketing Association.
James Maskulka, D.B.A. (Kent State University), Associate Professor of Marketing; Jim focuses his efforts in the area of marketing strategy, brand strategy and media effectiveness. He is highly engaged with University level administration and is strongly committed to undergraduate education. Jim supervised multiple student internships and practicums, allowing students first-hand business experience. In addition, his commitment to global education allowed students to once again participate in the Lehigh In Belgium program.

Nevena Koukova, Ph.D. (University of Maryland, College Park), Associate Professor of Marketing; Nevena’s research focuses on digital information products, negotiations and consumer decision making. In 2014-2015, she presented her research at the La Londe Marketing and Communication Conference held at La Londe, France. In 2014 Nevena received the American Marketing Association’s Innovation, Technology and Interactivity SIG Article of the Year Award for 2012. She was also awarded the James T. Kane Faculty Fellow.

Ju-Yeon Lee, Ph.D. (University of Washington), Assistant Professor of Marketing; Ju-Yeon’s research focuses on the effects of a firm’s use of its organizational design elements affects marketing outcomes and financial performance. Her research has appeared in Marketing Science, Harvard Business Review, Journal of the Academy of Marketing Science, and Marketing Science Institute Report. She is also an Affiliated Researcher of Center for Sales and Marketing Strategy at the University of Washington. She teaches marketing analytics and principles of marketing in the undergraduate and MBA programs at Lehigh University.

Taewan Kim, Ph.D. (Syracuse University), Assistant Professor of Marketing; Taewan’s primary research expertise is in new product development, pricing, product positioning strategy. He presented his work titled “The Impact of Product Concept Demonstration on Product Line Design” at the 2015 INFORMS Marketing Science Conference held at Johns Hopkins University.
Marina Puzakova, Ph.D. (Drexel University), Assistant Professor of Marketing; Marina’s research focuses on brand positioning strategies, brand anthropomorphization, and negative brand performance. In particular, she investigates how brand humanization and brand personality strategies influence different branding and marketplace outcomes, including brand wrongdoings and price fluctuations. She recently published her work titled “Better Not Smile at the Price: The Differential Role of Brand Anthropomorphization on Perceived Price Fairness” in the Journal of Marketing.

Steven Savino, MBA (Wake Forest University), Professor of Practice. Steve is a member of the MBA core team and co-teaches Managing Products & Services. Also teaches Principles of Marketing, Brand Management, Sales Management, Marketing Strategy, and Introduction to Business serving as Area Coordinator. Faculty advisor to the Marketing Club and Pi Kappa Alpha. Championed the Lehigh marketing Career Mentors Program. Awarded Outstanding Faculty Award in 2013 by the fraternities and sororities of Lehigh University, and the John C. Swartley Jr. ‘24 Professorship.

K.Sivakumar, Ph.D. (Syracuse University), Arthur Tauck Chair and Professor of Marketing; Siva’s research interests include globalization, innovation, pricing, services, and supply chains. During 2014-15, Siva’s research appeared in AMS Review and Journal of Service Research; Siva made a presentation on “Strategies for the Marketing Professoriate in the Global Context” at the Sheth Emerging Scholars Consortium and a presentation on “Perspectives Reviewing and Publishing” at the World Marketing Congress; Siva was selected for the MBA Excellence in Teaching Award at Lehigh.
Faculty New Hires

KEITH BOTNER

Dr. Keith Botner will be joining Lehigh University this Fall as an Assistant Professor in the Department of Marketing within the College of Business and Economics. Keith joins us from the David Eccles School of Business at the University of Utah, where he recently received his Ph.D. in marketing (consumer behavior).

Keith’s research is mainly centered in Marketing Decision Making, bridging empirical analyses and field data to answer research questions relating to such factors as message framing, linguistic structure, product spatial arrangement and consumer referrals. Notably, Keith’s work—which includes a published article in the *Journal of Marketing Research*—balances empirical analysis, field experimentation and lab studies, collectively aimed at achieving internal and external validity. Keith’s research has also been presented at prominent annual conferences, including *Marketing Science* and the *Association for Consumer Research*.

Prior to pursuing his PhD, Keith worked in marketing and brand management for firms in the consumer-packaged goods (*P&G*), pharmaceuticals (*Bristol-Myers Squibb, Eli Lilly*), and retail (*Yum! Brands*) sectors. These experiences helped to shape his research interests, specifically in understanding how the executional decisions of marketing practitioners translate to consumer action. This background also contributed positively to Keith’s role in the classroom, earning him the David Eccles Doctoral Student Teaching Excellence Award from Utah’s David Eccles School of Business.

MICHAEL CATALANO

Michael Catalano joined Lehigh University in the Spring of 2015 as a Professor of Practice in the Department of Marketing within the College of Business and Economics. Mike received his Master of Business Administration from Cornell University where he focused on Marketing and Finance.

Mike is a former senior business executive with extensive depth and breadth of marketing experience at Fortune 100 companies, including Procter & Gamble and Merck. His roles have spanned marketing and sales, focused on U.S. and global markets, targeted professional and consumer audiences, and touched every aspect of the marketing discipline. His efforts have resulted in successful strategies for multi-million dollar brands, world-class marketing programs, identification of innovative growth opportunities, and game changing acquisitions and partnerships.

His professional skills and knowledge include the following: general management and strategy, marketing and sales, finance, education and training programs, deal leadership and external partnering, and an expertise in the health care industry. Mike teaches Principles of Marketing, Professional Selling, and Retail Marketing. He also acts as an advisor to Marketing majors.
Lehigh University’s Department of Marketing ranked #6 in the nation in USA TODAY for majoring in marketing

Recent placements include:
- Neiman Marcus
- L’Oreal
- BASF
- IBM
- Ogilvy PR Worldwide
- Sports Illustrated
- Ross Stores
- PwC

Gain Specialized knowledge in the areas of:
- Marketing Analytics
- Brand Management/Innovation
- Marketing Communications
- Sales Management
- Retail Management

"The marketing major teaches students the most effective tactics for targeting and engaging an audience. Classes in marketing strategy and consumer behavior introduce skills that will help Lehigh graduates find leadership roles within the marketing field.”

-USA TODAY

November 2014

Become a marketing major today!

Facebook like us on facebook

www.facebook.com/departmentofmarketingatlehigh
We Need Your Help!

Contributions to the Department of Marketing

Name___________________________________  Lehigh Affiliation________________________________

Lehigh Class Year__________________________ Email Address___________________________________

Gift Amount _______________  Check Enclosed? ______  If not, expected date of payment ____________

Credit Card: MC __________________ VISA ________________ Card Number _______________________

Expiration Date ________________ Name on Card _____________________________________________

Check following (if apply):

Do you want to apply this gift to an outstanding pledge?

☐

Is this gift in honor of someone?  ☐

Honored Person ______________________

Is this gift in memory of someone?  ☐

In Memory of Person __________________

Signature

_________________________________________

Department of Marketing
We Would Love to Hear from You:

Please take the time to inform us on your latest endeavors.

Name ___________________________________________________________________________________________________

Email ___________________________________________________________________________________________________

News about you and your professional work ______________________________________________________________________
_________________________________________________________________________________________________________
_________________________________________________________________________________________________________
_________________________________________________________________________________________________________

Any other comments you wish to share _________________________________________________________________________
_________________________________________________________________________________________________________
_________________________________________________________________________________________________________

Please send your information via email or mail to:

Dr. David A. Griffith
Department Chair
Lehigh University
Department of Marketing
Rauch Business Center
621 Taylor Street
Bethlehem, PA 18015-3117
Email: inmarket@lehigh.edu