Dear Lehigh Marketing Students, Alumni and Friends:

It is my pleasure to present to you our inaugural newsletter. The 2012-2013 academic year has been very productive and successful for us here on South Mountain. We have had an engaging year with outstanding student and faculty achievements. This newsletter will help keep you up-to-date on some of these accomplishments.

During the 2012-2013 academic year we graduated 77 undergraduate marketing majors. Of these majors, 29 were double majors. As in prior years, our graduates are highly sought after by employers from many industries, such as advertising, market research, financial services and manufacturing. Feedback from recruiters and alumni indicates that Lehigh marketing majors continue to excel in their interviews and are progressing swiftly within their organizations. We are extremely proud of our graduates and their contributions to the field of marketing. In concert with our faculty, our students are truly fulfilling Lehigh’s approach of “Refining what it means to lead.”

During the year we also recruited two new faculty at the rank of assistant professor. Please join me in welcoming Dr. Ju-Yeon Lee from the University of Washington and Taewan Kim from Syracuse University. Both have expertise in quantitative marketing. With the importance of marketing analytics and big data to marketing today, these hires will help strengthen our expertise in this area of growing importance. We are also pleased to announce that Craig Gordon, founder of Blueshift Research, has agreed to join us for the fall semester of 2013 as an executive-in-residence. His expertise in the area of market research and his passion for Lehigh will surely be infectious.

Please enjoy the rest of the newsletter as you read about the many accomplishments of our students and faculty here on South Mountain. We are accomplishing incredible things. If you would like to speak with me in detail about any of the activities mentioned in this newsletter, do not hesitate to contact me directly 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. To not only keep our students, alumni and friends informed about these activities, but to build a community where we can all interact to build a better educational environment, the Department of Marketing has launched a page on Facebook. Our Facebook page has the latest on internship, externship and scholarship opportunities, news on upcoming guest speakers, advanced notice on course schedules, information on elective opportunities and the Lehigh in Belgium program, faculty activities, Career Day updates, details about how to participate in our upcoming visits to Urban Outfitters and New York City, and much, much more.

Don’t miss this opportunity to connect with us and stay involved by liking us at www.facebook.com/DepartmentofMarketingatLehigh.
Marketing majors Brittany A. Pietrosh and Lauren A. Pietrosh were presented with the Marketing Achievement award. This award is presented to students who made a strong commitment to and has demonstrated leadership toward improving the Marketing program outside of the classroom. Marketing Commendation Awards for Class Project/Paper was presented to the follow students: Benjamin Bar-David, Stephanie Lin, Joshira Maduro, Tai-Sung (Peter) Park, and Katherine Vargas for their collaboration with the United Nations. These students were awarded for their outstanding performance in a class paper/project, pushing forward the boundaries of marketing.
Lambda Mu Sigma

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 2013.

- Shawn Applegate
- Jennifer L. Ballen
- Brian D. Clabby
- Molly R. Dulin
- Samantha L. Elgort
- Samantha L. Krutal
- James C. Longstaffe
- Julie A. McBrien
- Alana N. Opitz
- Heema C. Patel
- Kelly M. Peterson
- Meghan K. Piede
- Brittany A. Pietrosh
- Lauren A. Pietrosh
- Rachel E. Santoro
- Randall E. Zellerbach

Lehigh in Belgium: Students Gain International Experience

The College of Business and Economics focuses on preparing students for the challenges of a global economy. Professor James Maskulka continues to be a driving force in the Department of Marketing toward the goal of providing a substantive international experience for every Lehigh student. The Lehigh in Belgium program, currently in its 22nd year, takes advantage of Belgium’s unique and pivotal role in the political, economic, and cultural development of modern Europe. Thirty-one students participating in this year’s program were able to experience first-hand insights from members of the European Parliament as well as industry leaders, about the challenges facing business today. In addition, to gaining new insights into business, students had the opportunity to gain cultural skills by experiencing the rich artistic offerings of one of Europe’s most important cities.
Hands-on Experience with the United Nations

“How Youth Utilize Social Networking and Digital Technologies in a Global Marketplace—Motivations and Implications”

Under Professor Savino’s supervision, Eight Marketing majors presented two projects to the United Nations. Project 1 included analyzing the use of social networks and digital technologies across global markets, identifying the key trends of youth ages 15-24 and their motivations, and developing unique marketing strategies capable of being implemented by the UN. With 40% of the world’s population younger than age 25, it is imperative that organizations like the UN be in sync with how the global interface with each other. Project 2 identified digital technology application opportunities for the UN to reach the youth market. Specifically, Project 2 focused on mobile APPS capable of making the UN a centerpiece platform for youth communicating across the globe on key social issues.

Working with Local Partners - Lehigh Valley SteelHawks

Marketing majors gained first-hand business experience in the sports industry by working with the Lehigh Valley SteelHawks (a professional indoor football team based in Bethlehem, PA). Working under the guidance of Professor James Maskulka, one student team developed a merchandise sales while a second team focused on strategies for increasing sponsorship opportunities. Both teams presented their marketing plans to SteelHawk executives. Lehigh Valley SteelHawk’s John Zima noted “Mike Clark, our owner and general manager and I would like to express our appreciation for the work that the Professor Maskulka and the Lehigh Students did in providing the SteelHawks with outstanding and creative marketing and sales suggestions. The students were enthusiastic in their work, presented themselves in a very professional manner and created quite a few great ideas that the SteelHawks will explore and incorporate.”
Marketing Externship Experiences

Quakertown Veterinary Clinic

“This year, the Quakertown Vet Clinic is celebrating 100 years of being in business and my job was to find creative and innovative ways to market this milestone, and bring awareness to the community. At the end of the semester, I submitted a plan to the clinic on where they should be looking to go after this year with their marketing, as well as various other suggestions on campaigns they could implement in the future.”

-Megan Hoyt

This externship was supervised by Professor Savino.

Marketing Internships Build Experience

Marketing majors Peter Park, Brittany Pietrosh and Lauren Pietrosh were just three of the many marketing majors engaging in internships this past year. Peter interned with Ignite Game Technologies in San Francisco, CA. Working as the Korean Marketing Manager for Ignite’s Simraceway brand, his job was to increase brand awareness. Leveraging his marketing education from Lehigh Peter tremendously increased web traffic to the brand by engaging a social media campaign. Brittany Pietrosh spent time in Belgium at the American Chamber of Commerce. Her responsibility was to develop the strategic marketing plan for their publication, The EU Made Simple, for its debut in the American market. Lauren Pietrosh, interning at Finisa-Financial Services Institute of Australasia, took on a wide array of marketing responsibilities. She noted, “My Sydney internship experience not only opened my eyes to what possibilities exist in a marketing career, but what it’s like to work within a unique and truly special culture.”

“In order to be good at what you do, you must love what you do. My passion is fast cars and my goal is to find a job that would “wake” me up early in the morning and would make me “want” to go to work. Luckily, I was able to find that job!”

-Peter Park ’13

“Thanks so much for introducing us to Megan Hoyt. It was a pleasure to work with her and she did a great job helping us define the scope and goal of our advertising campaign.”

-Randy S Bimes
D.V.M. Quakertown
“I am working with Kiehl’s DMI product development team which means it is the global product development team. Kiehl’s is a luxury skincare company owned by L’Oreal and was founded in 1851 as a small pharmacy that sold products to help people with skin irregularities. It was acquired by L’Oreal over a century later in 2000. I am working on a few things while I am here for the summer. I’ve done a few competitive analysis on products that we plan to launch in the future. I’ve also done a lot of research on different, new, and exciting ingredients that might work well with the products that we plan to launch in 2015. And lastly, I am coming up with my own product concept and developing a product for the brand that I feel is missing from it’s product portfolio. So with this project I am researching current competitors, laying out our product portfolio, researching why there is a need for this product, who the target marketing will be, etc.

- Rebecca Youssef
Gaining Real World Entrepreneurial Experience

Marketing Senior Pierson Krass began producing a pair of men’s athletic shorts his Freshman year at Lehigh. Initially he was annoyed because all athletic shorts were very plain and boring. “I just wanted some that were a little classier and had a preppy twist” Krass stated. Sophomore year he began selling shorts and testing the market, after selling out of 600 pairs that year he knew he was on to something. During his Junior year at Lehigh, Krass launched his first website and entered a few retail stores. Courtesy of the Baker Institute, he was able to meet with the Urban Outfitters founders/Lehigh Alumni Richard Hayne and Scott Belair. They gave him great advice and helped to push his company Krass & Co. to the next level. Here are some details of what Krass & Co. has accomplished this past year:

- Released a full men’s and women’s line
- Launched a brand new website
- Started a campus rep program with over 500 reps/schools
- Entered 20 new stores (retail only accounts for 25% of revenue
- Took an investment at a $600,000 pre money valuation
- Moved manufacturing overseas to cut costs and raise quality
Marketing Club Update 2012-2013

Professor Savino, Faculty Advisor to the Marketing Club, on behalf of The Marketing Department Faculty is pleased to announce the Marketing Club’s New Student Executive Board for the 2013-14 Academic Year. These students represent some of CBE’s best and brightest. We are confident in their ability to lead and we are most confident that they will represent the Lehigh Department of Marketing with the utmost integrity and class. The mission of the Marketing Club is to assist its members in broadening their marketing experiences, through options such as career search, out of classroom experiences and narrowing general interests in marketing. The Marketing Club tries to further enhance its members’ academic and social experiences through the introduction of speakers and events, all aimed toward supporting the students. The main goal of the Marketing Club is to bring to life what students have learned in the classroom by providing interesting speakers, activities, student competitions and trips to places of interest. These events enhance the club members’ abilities to identify their professional skills and match these skills with their personal interests. The Marketing Club also creates opportunities for students to get more involved on campus, and help students gain more experience in marketing. There are countless opportunities for the club members to take on projects on-campus and off, where businesses and other clubs need the help of a marketing team. The Marketing Club broadcasts these opportunities to members as they come about.

To learn more or to Join the Marketing Club, simply contact Brishty Khossein at brk216@lehigh.edu.

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To learn more or to Join the Marketing Club, simply contact Brishty Khossein at brk216@lehigh.edu.
We are pleased to announce the Marketing Club eBoard for the 2013-2014 Academic Year:

President: Lindsay Mayrose
VP Communications: Meghan Piede
VP Operations: Sofi Barrionuevo
VP Finance: Brishy Khossein
VP Publicity and Social Media: Carly Lombardo
Officer in Training: Jessica Marriott
Officer in Training: Yen Nguyen
Marketing Career Day

Friday, April 12, 2013

The Department of Marketing held its annual Career Day Events this past Spring semester on April 12th. Marketing Career Day is designed to enable students to learn about the potential career paths in marketing and sales. Students received valuable professional advice from industry experts across a broad range of marketing fields – Brand Management, Agency Account Management, Media Planning, Sales Management, Marketing Consulting, and Retail Management.

Industry guest speakers included a strong mix of both Lehigh Alums and friends to the University. The day was broken out between panel speakers, as well as a keynote speaker. This year’s Industry panel discussion participants included: Lisa Kent, Founder and President of Luminations Group, a marketing services agency with clients that include Johnson & Johnson, Colgate-Palmolive, Campbell’s Soup and McNeil Pharmaceuticals; Emily Goodwin, Associate Manager with Olympus, supporting the Olympus Latin American and Canadian markets; Rachel Pollack, Client Services Coordinator with MediaMind, an advertising technology company; Elizabeth Schlaugh, Sales Planning Supervisor for Just Born, a confectionary company with brands including Peeps®, Mike and Ike® and Hot Tamales®; and Cate Oberlin, Merchandising Assistant with Macy’s®, overseeing vendor communications and relations.

The day was capped off with a keynote presentation by Elyse Lipman, Strategy Consultant with Interbrand. Ms. Lipman spoke about brand positioning, product naming, brand architecture development and brand engagement and reflected on a number of real-world case study examples to highlight her presentation.

Marketing Career Day was a great success as Students took away a number of valuable insights that will help guide their careers in the right direction. The Lehigh Marketing Department would like to thank our Industry guests for the valuable time they afforded us and our students for their active engagement in the day’s events. The Marketing Career Day Events were organized by Professors Beth Gallant and Steven Savino with the support of the Lehigh Marketing Club.
Craig Gordon, Founder of Blueshift Research

Big data is all the craze in today’s business environment. Craig Gordon, founder of Blueshift Research, shared his thoughts on trends in big data and career opportunities in the field with students and faculty.

Craig impressed upon the audience the substantive difference between data mining and data learning. Drawing on his years of market research experience he highlighted that the best market researchers are not the ones with the most advanced statistical models (although but those who ask the right questions. His approach is to focus on unique data from unordinary sources which allows you to gain true market intelligence. He noted that is those that are able to answer the unknown questions from un-known data that will truly make the mark.

Lastly, he highlighted that marketing analytics is the largest growing seg-ment of the marketplace, and as such provides tremendous job op-portunities.

Alicia Rankin, Head of Research and Fan Insights, NFL

Lehigh Marketing students learn from the best. Alicia Rankin, the head of research and fan insights for the National Football League, has made a career out of collecting and interpreting data to advance the NFL’s con-nec-tion to its fan base. Sharing her market research expertise our stu-dents in February 2013 she highlight-ed the importance of drawing on a multitude of market research tech-niques from ethnography and focus groups to advanced analytics to build a strong understanding 185 million NFL fans. She noted that increasing fan base by creating an intimate relationship be-tween clubs, the NFL and fans has been key to the NFL’s success. Rankin argued that the NFL’s ability to segment avid and casual fans, based upon an interest-level scale ,has al-lowed it evaluate the NFL across every sports industry so as to evaluate its competitive posi-tion.

“A brand isn’t just a logo. There’s a lot more that goes into it.”

-Alicia Rankin ‘91
Deepa Chandrasekaran, Ph.D. (University of Southern California), Assistant Professor of Marketing, focuses her research efforts on innovation management, new product development and growth, marketing strategy and consumer innovativeness and response bias. Deepa’s work on bottom-of-the-pyramid consumers received a grant from the Institute of Asian Consumer Insight (ACI).

Ravi Chitturi, Ph.D. (University of Texas at Austin), Associate Professor of Marketing, focuses his efforts on technology, innovation & sustainability, design and consumer emotions, brand value and marketing strategy. His work titled “Product Choice and the Importance of Aesthetic Design Given the Emotion-Laden Trade-off between Sustainability and Functional Performance” was published in the Journal of Product Innovation Management. His work titled “Delight by Design: The Role of Hedonic Versus Utilitarian Benefits” (Journal of Marketing, 2008) won one of the prestigious Emerald Management Reviews Citations of Excellence Awards for 2012.

Beibei Dong, Ph.D. (University of Missouri), Assistant Professor of Marketing; Bacy’s current research focuses on service failure/recovery, customer co-creation, service quality and other related topics in services marketing. In 2013, Bacy has one article accepted by the Journal of Marketing, titled “Service Quality: Impact of Frequency, Timing Proximity, and Sequence of Failures and Delights” and another article presented at 2013 Summer AMA Educator’s conference in Boston, MA.

Beth Gallant, M.B.A. (Columbia Business School), Professor of Practice; Consumer behavior, principles of marketing, integrated marketing communications, digital and social media marketing, sports and entertainment marketing, retailing; career advisor for marketing majors; faculty advisor for Business Careers in Entertainment Club; Beth has worked with companies such as Crayola, Pfizer, Kraft, and Procter and Gamble. She has held positions in Marketing communications, Brand management, Consumer promotions and Category management. She continues to consult in these practice areas for consumer packaged goods companies.

David Griffith, Ph.D. (Kent State University), Department Chair and Professor of Marketing; David’s research was accepted or published in this year in the Journal of Marketing, Journal of Business Research, International Business Review, International Marketing Review and Journal of Product Innovation Management. David was asked to co-chair the 2013 American Marketing Association Summer Educators’ Conference which is to be held in August of 2013. David currently serves as the Editor-in-Chief of the Journal of International Marketing, and on the editorial review boards of a number of prominent journals.
2012-2013 Faculty Activities and Research cont’d

**Reetika Gupta, Ph.D.** (Baruch College CUNY), Associate Professor of Marketing, focuses her research efforts on complexity in interactive consumption environments, consumer learning of new products and corporate social responsibility. Reetika’s work, titled “The Effect of Evolving Resource Synergy Beliefs on the Intentions-Behavior Discrepancy in Ethical Consumption,” was published in the *Journal of Consumer Psychology*. Reetika’s work on bottom-of-the-pyramid consumers received a grant from the Institute of Asian Consumer Insight (ACI).

**Nevena Koukova, Ph.D.** (University of Maryland), Associate Professor of Marketing; Nevena’s research focuses on digital information products, and consumer decision making. In 2012-2013, she published two articles: “The Effect of Shipping Fee Structure on Consumer Evaluations of Online Offers” (*Journal of the Academy of Marketing Science*), and “Does a Portfolio of Hierarchically Related Technology Products Improve Customer Outcomes?” (*Journal of Service Research*). Nevena presented her research at the *INFORMS Marketing Science Conference* in Istanbul, Turkey. During 2012-2013 Nevena was awarded the Class of ’61 Professorship.

**James Maskulka, D.B.A.** (Kent State University), Associate Professor of Marketing 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 projects with the Lehigh Valley SteelHawks, 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.

**Steven Savino, MBA** (Wake Forest University), Professor of Practice; sls209@lehigh.edu. Steve is a member of the MBA program’s core team and co-teaches Managing Products and Services. Steve also taught Introduction to Business, Principles of Marketing, Brand Management and Marketing Strategy. Steve is faculty advisor for the Marketing Club and for Pi Kappa Alpha. Steve championed the Lehigh Marketing Career Mentors Program and provides in-depth career advising to marketing majors.

**K.Sivakumar, Ph.D.** (Syracuse University), Arthur Tauck Chair and Professor of Marketing; Research appeared in *Journal of Retailing* and *Journal of Product Innovation Management*; joined *Journal of Product Innovation Management* and *Journal of International Management* editorial boards; in 2013, a 2004 co-authored article was “top-10” downloaded in *International Marketing Review*’s 30 year history; in September 2012, was asked to co-chair the Sheth Emerging Scholars Consortium held in July 2013; participated in developing and organizing faculty mentoring related activities at the college and university levels.
Faculty New Hires

TAEWAN KIM

Taewan Kim joined the Department of Marketing in the College of Business and Economics at Lehigh University in July 2013 as an Assistant Professor of Marketing. Prior to joining Lehigh, Taewan earned his Ph.D. in Marketing from Syracuse University. He earned a master’s degree in Economics from the University of North Carolina at Chapel Hill, a master’s degree in Statistics from Stanford University, and a bachelor’s degree in Economics from Korea University.

Professor Kim is interested in quantitative research in marketing. His current research interests include empirical models of innovation management, new product development and analytical models of pricing and distribution channels. His teaching interests are in Marketing Management, Marketing Research and Marketing Strategy. He was the recipient of the Earl V. Snyder Innovation Management Center Research Grant for his work in the “Product Concept Demonstrations in Trade Shows, Firm Value and Risk,” and was selected as Product Development Management Association (PDMA) Doctoral Consortium Fellow in 2011.

JU-YEON LEE

Ju-Yeon Lee joined the faculty of the College of Business and Economics at Lehigh University in July of 2013 as an Assistant Professor of Marketing. She received her Ph.D. from the University of Washington, and was the recipient of the Evert McCabe Endowed Fellowship.

She has special interests in quantitative empirical modeling and strategic marketing issues. Her research focus is on examining the effects of a firm’s use of its organizational design elements (i.e., structure, culture, leadership, systems and processes, metrics and incentives) on marketing outcomes and financial performance. In particular, she investigates how structural design elements affect various marketing objectives (e.g., customer satisfaction, customer-based brand equity, and innovation) and financial outcomes.

Her research has been published in the Marketing Science Institute (MSI) Working Paper Series, and a managerial newsletter, Insights from MSI. In addition, her dissertation was selected as a finalist for the 2012 ISBM Doctoral Dissertation Award Competition.
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? ❌

Is this gift in memory of someone? ❌  Honored Person _________________________

Signature _____________________________________________  In Memory of Person ________________

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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

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Any other comments you wish to share

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Please send your information via email or mail to:

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