A Message from the Marketing Chair

by David A. Griffith, Ph.D., Professor of Marketing

Dear Lehigh Marketing Alumni and Friends:

It is my pleasure to present to you our annual newsletter. We have accomplished great things during the 2013-2014 academic year. Our majors worked hard to develop the skills needed to be successful in the future. Whether through working on a marketing strategy for the Lehigh Valley Airport Authority, learning job skills via internships, developing and launching new products (yes, of our majors have created their own businesses this year), or engaging in energetic discussions with executives (both here on campus and in NYC), our students have once again demonstrated why a Lehigh education is so highly sought after. We are extremely proud of our graduates and their accomplishments. Please join us in welcoming them to the Lehigh Alumni family.

The success of our students is supported by a passionate faculty who work tirelessly to engage in a wide variety of activities focused on student success, whether that be setting up internship opportunities, bringing real-world projects into the classroom, leading study abroad experiences, or supporting and honoring student achievement. In addition to supporting our students, our faculty continue to contribute at the highest level to thought leadership in their respective fields. We have once again seen departmental faculty sharing their work in the leading scholarly journals, and being recognized by their peers for their cutting edge research (see Faculty and Staff Recognition and Faculty and Staff Activities and News later in this newsletter).

We are very proud to announce that this year we also recruited a new faculty at the rank of assistant professor. Please join us in welcoming Dr. Marina Puzakova. Dr. Puzakova joins us from Oregon State University, where she was serving as an assistant professor. Dr. Puzakova’s expertise in brand management and consumer behavior complements our existing faculty resources and will serve as an excellent resource for students. We are also pleased to note that Craig Gordon, founder of Blueshift Research, who joined us in the fall semester of 2013 as an executive-in-residence will return again this coming fall semester. We have found his passion for Lehigh to be infectious among students, alumni, employers and colleagues.

Please enjoy the rest of the newsletter as you read about the many accomplishments of our students and 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 directly at 610-758-6530 or david.a.griffith@lehigh.edu.

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. 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 4th. Marketing faculty joined our students in celebrating outstanding achievement in the College of Business and Economics. Marketing major Lindsay Mayrose was presented with the Marketing Achievement award by Professor Nevena Koukova during the CBE Honors Convocation Reception. This award is presented to a student who made a strong commitment and has demonstrated leadership toward improving the Marketing program outside of the classroom.

Professor Koukova also presented the Marketing Commendation Awards for Class Project/Paper to Phillip SJ Lee, Isaac Roth, Sarah Burdick, Tashan Mitchell, and Ying Gu. These students were recognized for their outstanding performance on their class project titled “Brand Identity Development Strategy: SYN-CAP,” in Professor Ravi Chitturi’s Development & Marketing of New Products (MKT 319) course.

Congratulations to our marketing majors for their achievements!
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 2014.

- Mary Brune
- David Canfield
- Katelyn Cooper
- Olivia Hodina
- Jessica Marriot
- Lauren O’Brien
- Zara Rustomji
- Sarah Minardi
- Melissa Pasternak

- Lacey Quinn
- Stephanie Rothstein

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 American Chamber of Commerce (AmCham), NGO’s such as the Antipoverty Network, and ECHO an EU sponsored Humanitarian Aid and Civil Protection agency. Industry leaders and regional officials also gave invited presentations about the challenges facing EU-based businesses today. In addition, to gaining new insights into business, students had the opportunity to gain cultural skills by experiencing the rich artistic and musical heritage of Lehigh in Belgium program, currently planning for its 25th year, takes work, and ECHO an advantage of Belgium’s sponsored Humanitari-
Hands-on Experience with Queen City Municipal Airport

“LVIA offers ‘real’ experience to Marketing majors at Lehigh”

The Board of Directors of the Lehigh Valley International Airport (LVIA) posed a challenge to Lehigh marketing majors: Develop a comprehensive marketing/new business development plan for their Queen City Airport, a small commercial airport used predominately by recreational flyers (private aircraft), as well as for flight training.

The expected outcomes from a new marketing direction includes enhances sales in the form of attracting more aircraft-business and recreational, and new partnerships in the form of sponsorships, special events and retail. Eight students under the supervision of Professor Steven Savino worked diligently throughout the fall semester to develop the plan. Students then had the opportunity to present their marketing plan to the Board of Governors and Executive Staff of Lehigh Valley Airport on Friday, March 28th. LVIA was extremely impressed with the marketing plan and is working toward further collaborations with Lehigh’s marketing majors.
Marketing Internship Experiences

RateSetter.com

Marketing major Zara Rustomji spent her spring semester in London where she interned in the Marketing Department of an online peer-to-peer lending firm called RateSetter.

“I had a fantastic experience at RateSetter. The work environment was not stuffy and boring but instead lively and energetic and the people were so friendly. My boss was a great mentor and gave me a lot of independence and responsibility. I truly learned a great deal from him and his confidence in my abilities has allowed me to grow and develop professionally. Overall, I had an unbelievable experience, and I am so thankful to have learned so much and met so many amazing people.”

-Zara Rustomji

Marketing Internships Build Experience

Marketing senior Jennifer O’Leary interned at Altitude Marketing to gain workplace experience. Jennifer worked as a Public Relations and Social Media Intern. Her duties included the following: writing press releases, wrote and planned social media content, clipped and tracked all client media hits, etc. Be sure to check out Jennifer’s blog that she wrote while working as an intern at Altitude Marketing at:

www.altitudemarketing.com/diary-intern/

“Halfway into my fall semester as a senior marketing major at Lehigh University, with two internships under my belt, I still felt concerned about my readiness for the ominous “real world”.

-Jennifer O’Leary

Marketing major Justin Mahoney was offered a position at the 2014 Neiman Marcus Corporate Internship program. This is a nine-week progressive program that identifies top talent for future Executive Development Program openings. By the end of this exciting program, Justin will have gained savvy business skills and will earn the opportunity to be considered to join The Neiman Marcus Group’s high performing team.
YMA FSF Scholarships

Congratulations to Mary Brune and David Canfield!

Marketing majors Mary Brune and David Canfield, working under the guidance of Professor Beth Gallant, were recipients of the 2013 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.
Marketing major Olivia Hodina has been named the Nelson Leighton Bond Memorial Prize winner this academic year. The Bond Prize is awarded annually to a select group of juniors who demonstrated outstanding scholastic achievement, character and leadership by the end of their sophomore year.

Olivia is majoring in marketing along with two minors: graphic design and mass communications. During the summer of 2013, Olivia participated in the Lehigh in Belgium Program led by Marketing Professor Jim Maskulka. Upon her return to Lehigh in August, Olivia began an internship with the Trademarks and Licensing division of Lehigh University Business Services. Her role was to assist in the development of the University’s brand and visual identity, plan retail events and create content for LU’s licensing brochure and website.

Olivia is also a founding sister and President of the Theta Zeta chapter of Kappa Delta, captain of the Women’s Soccer Club, and the Class of 2015 Correspondent. Currently, Olivia is engaged in a buying internship with Ross Stores in their New York City Offices.
Marketing Senior Lacey Quinn started her international internship experience on May 26th, 2014 at Aon Risk Solutions Singapore. Lacey is working in the Marketing/Sales department along with an internal project team to develop a Local Marketing Plan and Aon Value Proposition for a selected industry, to include the analysis of prospect data, understanding of key risks faced by that industry, assessment of Aon market share and articulation of relevant products/solutions for the industry sector. She is also responsible with helping develop marketing collateral in line with Aon brand standards, which details Aon’s understanding of the key risks and the value proposition for chosen industry sectors.

“I am working on a local market planning for the firm, which plans on further penetrating the Asia Pacific Real Estate marketing. The ‘local’ marketing consists of 13 countries in Asia, and I am starting by researching Singapore, Hong Kong, and Japan!”

-Lacey Quinn
Marketing Club Update 2013-2014

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.

Highlights from this past year’s club activities includes the Marketing Club becoming a collegiate chapter of the American Marketing Association (AMA). This affiliation will open up a whole new world of great opportunities for our students to take advantage. In addition, the club went on a field trip to the Barclay’s Center in Brooklyn, NY where the students learned about franchise marketing and group sales from Erin Cauthen of the Brooklyn Nets and took in a Brooklyn Nets NBA basketball game.

The Marketing Club tries to further enhance its members’ academic and social experiences through the introduction of beneficial guest speakers, externships and internship opportunities and marketing-related 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, student competitions and activities and trips to places of interest. These events all enhance the club members’ abilities 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 specialists and to network with these professionals for on-going career development.

The Marketing Club also creates opportunities for students to get more involved on campus, while helping students to gain more experience in marketing. There are countless opportunities for the club members to take on projects on-campus and in the local community, where businesses and other clubs need the help of a marketing team. The Marketing Club will broadcast these opportunities as they come about.

To become a proud member of the Lehigh Marketing Club, simply contact Ryan Kautz at rak217@lehigh.edu.
The Lehigh University Marketing Club traveled to Brooklyn, NY on Friday, March 28th, for a visit to the Barclays Center followed by the Brooklyn Nets vs. Cleveland Cavaliers NBA basketball game. The club was met by Frank Sullivan, Executive Director of Group and Arena Sales, Jim Caparro, Vice President of Ticket Sales & Service and Erin Cauthen, Franchise Marketing Manager.

The Brooklyn Nets marketing and sales team presented to the 20+ Marketing Club members in attendance about sports marketing, group sales and in particular the re-branding of the Nets NBA franchise as it transitioned from New Jersey to Brooklyn, NY.

Later that evening, The Marketing Club members were treated to an NBA basketball game as the Brooklyn Nets defeated the Cleveland Cavaliers 108-97. The Nets Paul Pierce led all scorers with 22 points.

Lehigh University thanks the Brooklyn Nets basketball organization and the NBA for their hospitality.

The Lehigh Marketing Faculty would like to congratulate the Marketing Club’s Executive Board, under the leadership of its president, Lindsay Mayrose, for organizing the field trip and setting up the meeting presentations between the Brooklyn Nets management and our Lehigh students.

It was a great evening, a great event!
Academic Year 2013-2014

LEHIGH UNIVERSITY

Marketing Club Executive Board 2013-2014

President—Lindsay Mayrose
VP Communications—Meghan Piede
VP Operations—Sofi Barrionuevo
VP Finance—Brishty Khossein
VP Publicity and Social Media—Carly Lombardo
Officer In Training—Jessica Marriott
Officer In Training—Yen Nguyen
Faculty Advisor—Steve Savino

We are pleased to announce the Marketing Club Executive Board for the 2014-2015 Academic Year:

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

Department of Marketing
Marketing Career Day
Friday, March 21, 2014

The Marketing Department held its annual Career Day Events this past Spring semester on March 21st. This year’s Marketing Career Day was 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, Advertising and New Media, and Sales and Sales Management. Our theme was “Why Consider . . .”? Why consider a career in brand management? Why consider a career in advertising/new media? Why consider a career in Sales? Industry guest speakers included a strong mix of both Lehigh Alums and friends to the University.

Students rotated to separate breakout meetings where they were exposed to career panels consisting of industry professionals covering marketing careers in brand management, advertising/new media, promotions, PR and social media, and sales/sales management. The guest panelists in the breakout meetings talked about their background (education, companies worked at, etc.) and how and why they chose the career path they did. Additionally, the career panelists talked to “Why Consider . . . (Brand Management or Advertising/New Media or Sales)? as an exciting career path to consider.

The day started with a general session in Perella Auditorium where special keynote guest speakers - Michelle Riklan, Managing Director of Riklan Resources talked about Career Management and strategies for utilizing LinkedIn; and Sacha Connor, Associate Director with the Clorox Company talked about the rotational nature of a company’s brand marketing program.

This year’s Industry panel discussion participants included: Brand Management - 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.; Jordana Raban, brand director with OraSure technologies; Megan Hoyt, account coordinator with The Seltzer Licensing Group; Advertising/New Media – Lauren Plodwick, client services manager with Sizmek; Brittany Pietrosh, associate media planner with Posterscope; Patrice Piazza, digital media associate with Bloomingdale’s; Stephanie Linker, digital marketing manager with BlackRock; Sales/Sales Management – Emily Goodwin, associate territory manager with Olympus; Betsy Schlauch, sales planning supervisor with Just Born; Lauren Pietrosh, sales planning coordinator with Sports Illustrated.

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 Prof. Steven Savino with the support of his fellow faculty colleagues, as well as the Lehigh Marketing Club.

Sacha Connor
Associate Director
The Clorox Company
NYC Corporate Visits March 25, 2014

Marketing majors traveled with Professors Griffith and Savino to New York City on a beautiful spring day to learn about the challenges of marketing today from executives at Macy’s, Bravo and AoL. At Macy’s, students interacted with Kristi Glazer, Head of College Relations, as well as Caitlin Oberlin-Merchandising Assistant, Jonathan Westfield-Assistant Buyer and Kelly Fox-Associate Buyer. At Bravo, students were treated to a presentation and open discussion with Ellen Stone-Executive Vice President of Marketing at Bravo and Oxygen Media. At AoL, students first learned AoL’s corporate history from Lauren Bloch, College Recruiter, interacted with a panel of executives, inclusive of Jennifer Vigdor, Director of Program Development-AoL Advertising, Noah Fenn, Account Director- Video Sales and Mat Yurow, Senior Manager-Social Media Marketing, and then were treated to a tour of the AoL facilities. The NYC corporate visits experience, funded by a generous alum, allowed students gain a healthy respect for the variety of marketing positions available as well as the diversity of industries and corporate cultures.
Newly declared business majors are welcomed to their respective majors at our annual Major Appreciation Day Celebration. This year’s celebration allowed students to meet and interact with their departments and respective professors, as well as meet the different clubs and organizations of the College of Business and Economics in a relaxed atmosphere on the Rauch lawn. Even Clutch was in attendance!

Ushering in a new class of Marketing Majors

Congratulations to the Class of 2014. 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.

Saying Goodbye to the Class of 2014
Department of Marketing Research Symposium

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 to students and other stakeholders, and strong external visibility. In support of our mission, in April of 2014 the Department hosted a two day Marketing Research Symposium. Distinguished presenters included Dr. C. Page Moreau (University of Colorado at Boulder), Dr. Juanjuan Zhang (Massachusetts Institute of Technology) and Dr. Neil Morgan (Indiana University). Dr. Moreau shared her current work titled “The Downstream Consequences of Problem-solving Mindsets: How Legos Can Reduce Creativity,” while Dr. Zhang spoke on “Tweets & Sales” and Dr. Morgan discussed “Marketing Department Power and Firm Performance.” The 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 (e.g., Penn State University and Drexel University).
Faculty and Staff Recognition

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
Alison and Norman H. Axelrod ’74 Summer Research

Professor Beibei Dong
Thomas J. Campbell ’80 Professorship

Professor David A. Griffith
Carl & Ingeborg Beidelman Research Award in Business & Economics

Professor Nevena Koukova
James T. Kane Faculty Fellowship

Mrs. Morgan Nelson
Lehigh University Traditions of Excellence Award

Professor Steven Savino
John C. Swartly Jr. ’24 Professorship
Outstanding Faculty Award for 2013 by the fraternities and sororities of Lehigh University
2013-2014 Faculty Activities and Research

**Ravi Chitturi, Ph.D.** (University of Texas at Austin), Alison & Norman H. Axelrod Endowed Summer Research Fellow and Associate Professor of Marketing; focuses his efforts on technology, innovation & sustainability, design and consumer emotions, brand value and marketing strategy. He presented his work titled “Good Aesthetics is Great Business: Do We Know Why?” at the 2014 Advertising and Consumer Psychology Conference held in Ann Arbor, MI. Ravi currently serves on the editorial board of the *Journal of Product Innovation Management*. In 2013-2014 he was awarded the Alison and Norman H. Axelrod ’74 Summer Research Fellowship.

**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 published the article titled “Service Quality: Impact of Frequency, Timing Proximity, and Sequence of Failures and Delights” in the *Journal of Marketing*, and presented at 213 Summer AMA Educator’s conference in Boston, MA and 2014 23rd Annual Frontiers in Service Conference in Miami, Fl. In 2014-2015 she was awarded the Thomas J. Campbell ’80 Professorship.

**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 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 International Marketing, Journal of Business Logistics, International Marketing Review, International Business Review, among others*. During this academic year he received the Carl & Ingeborg Beidleman Research Award in Business & Economics, was named a top ‘50’ publisher in the leading AMA marketing journals, and was named to the American Marketing Association Academic Council. He served on the conference organizing committee for the 2014 AMA Global Marketing SIG annual conference as well as on a number of editorial review boards.

**Taewan Kim, Ph.D.** (Syracuse University), Assistant Professor of Marketing; Taewan’s primary research expertise is in empirical modeling. His current research interests include empirical models of innovation management, new product development and analytical models of pricing and distribution channels. He presented his work titled “Strategic Product Line Design with Product Concept Demonstration” at the 2014 INFORMS Marketing Science Conference held in Atlanta, GA.
2013-2014 Faculty Activities and Research cont’d

Nevena Koukova, Ph.D. (University of Maryland), James T. Kane Faculty Fellow and Associate Professor of Marketing; Nevena’s research focuses on digital information products, and consumer decision making. In 2012-2014, 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.

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 (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. She presented her work titled “How Customer-Centric Structure Leverages the Effects of Advertising and R&D on Brand Equity and Firm Performance” at the 2014 AMA Winter Educators’ Conference in Orlando, Fl.

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.

Steven Savino, MBA (Wake Forest University), John C. Swartley Jr. ’24 Professorship and Professor of Practice. 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. In 2013-2014 he served as coordinator for Introduction to Business (BUS 1). He was awarded the Outstanding Faculty Award for 2013 by the fraternities and sororities of Lehigh University.

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. Some highlights of his activities during 2013-14: Siva’s research appeared in Journal of Marketing and Journal of Product and Brand Management and he co-chaired the Sheth Emerging Scholars Consortium held in July 2013 (sponsored by the Academy of Marketing Science).
Faculty New Hires

MARINA PUZAKOVA

Dr. Marina Puzakova is joining the Department of Marketing of the College of Business and Economics at Lehigh University in July 2014 as an Assistant Professor of Marketing. For the last two years Marina served on the faculty of Oregon State University where she taught Consumer Behavior. Marina earned her Ph.D. in Marketing from Drexel University.

Professor Puzakova is interested in research on branding, brand anthropomorphization, and negative brand performance. Her research, which focuses on the brand-consumer interface, has been published in the Journal of Marketing, Journal of Advertising, International Journal of Advertising, and Journal of Marketing Theory and Practice. She has also published in a number of prominent conferences, such as the Association of consumer research and the Association of consumer psychology annual conferences.

Her dissertation was selected as a Runner-Up for the Mary Kay Dissertation Competition sponsored by the Academy of Marketing Science. She also received an Outstanding Dissertation Award for the Social Sciences at Drexel University.

Prior to entering academia, Professor Puzakova worked at VISANT corporation and Consulting company VESA as a marketing researcher. Her expertise in marketing strategy and the brand-consumer interface is complementary to the existing strengths in the Department of Marketing. Professor Puzakova will teach Consumer Behavior at Lehigh beginning Fall Semester 2014.

Please join us in welcoming Professor Puzakova to the Lehigh community.
We Need Your Help!

Our alumni and friends play an important role in shaping the lives of our students through their active support of the Department of Marketing. Their efforts provide the necessary expertise and resources that complement the classroom experience. This combination results in an exceptional Lehigh experience.

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Gifts to the Department of Marketing can also be made directly online at:
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