Dear Lehigh University Marketing Students, Alumni and Friends:

It is my pleasure to present to you the Department of Marketing annual newsletter. We have had a wonderful 2016-2017 academic year here on South Mountain. As the academic year comes to a close, it is always enjoyable to reflect on the past academic year, remembering our activities, the achievements of our students, faculty and staff, and our contributions to the mission of excellent of Lehigh University. The following pages will hopefully highlight many points of pride. I hope you enjoy reading the newsletter.

During 2016-2017 academic year, we graduated 59 Undergraduate Marketing Majors. Of these Majors, 20 were double majors. As in prior years, our graduates are highly sought after by employers from many industries, such as advertising, market research, consumer packaged goods and manufacturing. Marketing Majors accepted positions with a wide variety of employers, large and small. Placements included Ogilvy, Johnson & Johnson, Wayfair, BASF, Acosta, IBM, Global Brands Group, Time Inc. and many, many others. We are extremely proud of our graduates and look forward to their future contributions to the field of marketing and society.

Our Marketing Minor, introduced in the Spring of 2016, saw its first graduates (majoring in English, Journalism and Political Science). Our Marketing Minor has grown tremendously, with a current enrollment of 56 undergraduate students. We have found that the increased diversity of perspectives in the classroom brought by the minors has stimulated new and interesting discussions, adding to the overall classroom experience. We also are particularly proud of our continued efforts to provide Lehigh students with real-world, hands-on experience. For example, this year four faculty lead hands-on student projects. Professors Puzakova and Catalano, both teaching Digital and Social Media, worked with Nourish Catering and Casey’s Place respectively, had students develop actionable digital marketing strategies for each firm. Professor Botner lead eleven Lehigh students in an externship with Moravian Book Shop, focused on identifying key success factors and opportunity areas for growth. Marketing students, working with Professor Savino, the Lehigh UN Partnership, the Fusion Studio, created a teaser campaign for the United Nations Environment group to assist in promoting their annual Green Fair Event. These opportunities provide our students exceptional opportunities to develop their marketing skills.

Please enjoy the newsletter. 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.

Best wishes for great success from your Department of Marketing!

Stay Connected

There are so many activities in the Department of Marketing that sometimes it is hard to keep up with everything. Whether you are a student, alumni or friend of the Department of Marketing at Lehigh University, don’t miss the opportunity to stay connected. This year, to compliment our social media presence on Facebook (www.facebook.com/DepartmentofMarketingatLehigh), we have expanded to Instagram (@lehighmarketing). Follow us to learn the latest on internship, externship and scholarship opportunities, news on upcoming guest speakers, advanced notice on course schedules, information on elective opportunities, Marketing Club events, Career Day updates, details about how to participate in our upcoming corporate visits, faculty research activities, and much, much more.
Honors Convocation Student Awards

Congratulations to our marketing majors for their achievements!

Honors Convocation was held this year on April 7th. Marketing faculty joined our students in celebrating outstanding achievement in the College of Business and Economics.

Marketing major Vanessa Ruggiero was presented with the Marketing Achievement award by Professor Nevena Koukova. 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.

In addition, the Marketing Commendation Awards for Class Project/Paper was presented to Victoria Lattanzio, Jonathan Mele, Mitchell Minotti and Eric Possimato. These students were recognized for their outstanding performance on their class project titled “Tri-County Scholarship Fund” in MKT 332 Sales Management.

Congratulations to our marketing majors for their achievements!
Lambda Mu Sigma

Department of Marketing Honorary Society

Lambda Mu Sigma is a prestigious marketing honorary society, founded at Lehigh University on November 5, 1940. Membership in Lambda Mu Sigma is only 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. Marketing majors Ally Abramson and Grace Rountry were recognized with membership.

Congratulations Ally Abramson & Grace Rountry!

Lehigh in Belgium: Students Gain International Experience

The Department of Marketing is delighted to celebrate Professor Maskulka’s 27th year of involvement with the Lehigh in Belgium Program. The 2017 Belgium program included 19 students who took elective Marketing courses. This year’s highlights included 10 field trips to various destinations: including cultural and historic sites and music concerts; the historic WW I battlefields at Leper and attendance at the “Last Post” ceremony at the Menin gate in Leper; and two presentations at Bio-Incubator Lab at KUL.
**Hands-on Experience with The Moravian Bookshop**

**The Moravian Book Shop offers ‘real’ experience to Marketing majors at Lehigh**

On Wednesday, March 29th select marketing students led by Professor Keith Botner presented their strategic marketing plan to various stakeholders at Moravian Book Shop, consisting of members of the Board of Directors, Management, and Marketing.

The primary objective of the externship project was to identify key success factors and opportunity areas for the Moravian Book Shop in Bethlehem, PA.

The students that were part of this project took the lead on all key elements of the marketing plan for the Moravian Book Shop. This six week experiential project included key roles such as identifying key target audience(s) for the brand, crafting an integrated brand promotion strategy, and researching key areas for marketing expansion. The Board of Directors for Moravian Book Shop were very impressed with the insights and recommendations that the students and Marketing Professor Keith Botner were able to provide.
Nourish Catering Industries offers ‘real’ experience to Marketing majors at Lehigh

On May 4th, students in Professor Puzakova’s MKT 314 Digital and Social Media class presented their strategic social media plans to Bloomsburg Carpet Industries’ Chief Financial Officer, Adam Bowman, VP of Sales, Jim Cody, Sales Manager, Tom Habib, Jr., and Director of Design, Dave Boyd.

The primary objective of the Bloomsburg Carpet Industries’ social media project was to improve brand recognition and reputation, establish the brand as an expert though leader in the carpet industry, and increase sales to end users. More tactical questions included: What are best practices for using social media to promote business? How can the Company achieve top search engine positions? How can Houzz and Pinterest be better utilized to display and promote Silver Creek products, as well as increase customer engagement?

Students utilized course materials, conducted competitor and benchmark analysis, and use online social media tools to identify industry influencers so as to provide actionable recommendations.
Marketing Internship Experiences

Spain4Weddings

Marketing major Shanice Marrow spent her entire 2017 summer as an intern at Spain4Weddings in Barcelona, Spain as the Marketing Intern.

http://www.spain4weddings.com/

“In Spain, I will be a Marketing intern for a company called Spain4Weddings where I will travel throughout Spain with couples from all over the world organizing their wedding. I will also be conducting marketing research about the wedding industry in the United Kingdom because Spain4Weddings would like to expand their company in the future.”

-Shanice Marrow

Marketing Internships Build Experience

Marketing major Eddie Bao spent his 2017 summer as a Marketing and Licensing Intern at Discovery Communications in New York City. “I am an intern under the Vice President of Licensing on the Consumer Products Team. I have been going along on all the meetings, helping plan new products, and have a few presentations I will be presenting to the entire consumer products team by the end of the summer.”

“Marketing major John Kassis spent his summer as an intern with Olympus Corporation of the Americas in Center Valley, PA. John is working as a marketing intern with a team that focuses on reprocessing of endoscopes. He is excited about his experience at Olympus just as they are ready to launch a new product.”

-John Kassis
Internship experience at Philadelphia Flyers

Marketing major Michael Pityk spent his senior year at Lehigh interning with the Philadelphia Flyers in Philadelphia, PA. His internship role was to work in the Public and Media relations department. Michael was with the team for the entire season. In Michael’s role as a Public and Media relations intern he assisted the full time public relations staff with the operation of the Flyer’s home games. Previous to interning with the Philadelphia Flyers, Michael was employed by The Hockey Writers from 2015-2016 as a NHL Analyst.

“The Flyers internship was an eye-opening experience that allowed me to see first-hand how NHL public relations and marketing teams operate. Being around the game also allowed me to meet a lot of important people and it gave me the chance to establish contacts within the world of the NHL. It was not always easy, driving 72 miles each way back and forth to Philadelphia multiple times a week defiantly was one of the hardest parts, but it forced me to improve my organizational and time management skills.”

- Michael Pityk
Marketing majors Ashley Blair, Kathleen DeBellis and Grace Rountry working under the guidance of Professor Michael Catalano were the recipients of the 2017 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.
Gaining Real World International Experience - Ireland

Marketing major Diana Nicholas spending her summer as a marketing intern in Ireland. She had two internships during her time in Ireland. The first internship was at the Galway City Museum where she was conducting marketing research for the museum. Diana was responsible for surveying the museum visitors on how they feel about the museum and what could be improved within the museum. The data that is collected from the museum will allow Galway City Museum improve in the areas that the visitors feel are needed.
Marketing Club Update 2016-2017

The Lehigh University Marketing Club is a collegiate chapter of the American Marketing Association (AMA) and as such is an educational organization especially focused on the growth and professional development of its student members. The mission of the Marketing Club is to assist its student members by providing opportunities that challenge their skillsets, encourage professional growth, and foster a passion for the marketing field and its many facets. The Marketing Club offers its student members opportunities to broaden their marketing networks, advance their marketing experiences, and provide career-building activities. Career planning, student competitions, out of classroom experiential experiences, internships and externships and field trips are all designed to advance the students’ interests in marketing.

As a collegiate chapter of the American Marketing Association (AMA), the Lehigh University Marketing Club was represented this past academic year at the 39th Annual International Collegiate Conference where 6 student club members traveled to New Orleans and participated in a number of conference competitions and activities.

Other highlights from this past year’s club activities included field trips to Horizon Media in New York City where students met at the company headquarters with agency executives overseeing a number of blue-chip clientele and The Luminations Group annual winter consumer-packaged goods networking event and trade show where students met with marketing executives across a wide range of consumer companies, including Johnson & Johnson, Valeant and Pfizer.

The Marketing Club tries to further enhance its members’ academic and social experiences through the introduction of beneficial guest speakers. This year’s guest speaker highlights included Mike Rabinovitz, Senior Brand Manager at Hershey and Lehigh Alum. Other speakers included executives from BASF and Northwestern Mutual.

In addition to these events, the Marketing Club championed another externship opportunity with the United Nations – our 5th to date. The Marketing Club teamed up with the Lehigh FUSION Group to develop a teaser advertising campaign for the United Nation’s Environment Group’s annual Green Fair Event. This collaborative effort was one of the externship project highlights of the year as student’s from both CBE and other Lehigh colleges came together and collaborated in support of a non-profit project and the LehighUN Partnership.

To become a member of the Lehigh University Marketing Club, contact Club President Alexis Mims at amm815@lehigh.edu.
Marketing Club Executive Board 2016-2017

President: Vanessa Ruggiero
VP AMA, Community Outreach: Amber Cardona
VP Finance: Matthew Sheffield
VP Communications: Kathleen DeBellis
VP Creative Development: Mallory Joseph
VP Social Media: Megan Chang
Flex Officer (AMA): Alex Castellano
Flex Officer (Creative Development): Alexis Mims
Flex Officers (Communications): Sarah Spring
Faculty Advisor: Steve Savino

We are pleased to announce the Marketing Club Executive Board for the 2017-2018 Academic Year:

President: Alexis Mims
VP AMA: Vita Vovk
VP Community Outreach & Fundraising: Alex Castellano
VP Communications: Sarah Spring

VP Creative Development: Nikki Chellaswami
Flex Officer (AMA): Shanice Morrow
Flex Officer (Fundraising): John J.J. Kassis
Flex Officer (Communications): Grace Rountry
Faculty Advisor: Steve Savino

Department of Marketing
As a collegiate chapter of the American Marketing Association (AMA), the Lehigh University Marketing Club was represented this past academic year at the 39th Annual International Collegiate Conference where 6 student club members, accompanied by Prof. Steven Savino, traveled to New Orleans and participated in a number of conference competitions and activities. From competing in the Marketing Strategy Competition to attending workshops/seminars such as Marketing & Corporate Social Responsibility and The Power of Storytelling in Brand Image Making to participating in networking breakout meetings, Lehigh students grew in their experiences and took to heart the opportunity to participate with and compete against other University Marketing Clubs across the nation.
Marketing Club Trip: Horizon Media

The Lehigh University Marketing Club traveled to Horizon Media in New York City on Friday, February 10th. The marketing students accompanied by Professor Nevena Koukova and Marina Puzakova visited the media services agency to learn more about the fast-paced company.

The company’s mission is to “To create the most meaningful brand connections within the lives of people everywhere.” Horizon Media has become one of the largest and fastest growing media agencies in the industry.
Marketing Career Day

October 28th, 2017

The Department of Marketing held its Annual Career Day Event this past Fall Semester on October 28th. This year’s Marketing Career Day was designed to not only enable students to engage in career tracks such as Brand Management and Retail Marketing, but to also provide sound guidance and counseling in the critical career management areas of networking and mentorship.

Our theme this year was “Marketing . . . The Choice of Today's Generation!” How Students can meet the unique marketing career challenges of today – whether that be job choices upon graduation or how to develop one’s networking capabilities for long-term career management. Students discovered the opportunities that await them in Brand Marketing and Retail Management. Students also learned the value of networking for boundary spanning in career growth, as well as the importance of seeking a mentor within each company they work for over the span of their career. Industry guest panelists included an exceptional mix of both Lehigh Alums and friends to the University.

Students rotated through separate breakout meetings where they were exposed to career panels consisting of industry professionals covering marketing careers in brand management, and retail marketing, as well as career management. Guest panelists possessed outstanding experiences and shared their insights with students in a very interactive and lively forum. Covered were a wide range of topics including product development and branding, the buyer-merchandizer retail relationship, the integration of new media (digital and social media) in driving the brand’s strategy and all of this was culminated with a panel discussion led by senior executives on how to network for success and how to seek the right set of mentors as one manages a long-term career.

The day started with a general session where our special keynote guest speaker was Gregg S. Lipman, Managing Partner of CBX. Mr. Lipman talked about Building Brand Equity by Creating Relationships with People. Mr. Lipman emphasized the importance of giving back and the importance of treating your work colleagues with respect – sound advice for that marketing major looking to make their mark in a highly competitive world. He also presented a number of excellent case study examples from CBX’s clients – showing students the process for successfully building and supporting a brand’s equity.

This year’s Industry panel discussion participants included: Marie Meliksetian (CEO, Reliance Solution Systems), Lutz Henckels (Senior Marketing Director, Johnson & Johnson Ethicon), Dwayne Hansen (Senior Systems Engineer, Vencore/Lockheed Martin), Jennifer LoBianco (CMO, American Financial Resources – AFR and eLEND), Karen Kuczynski (Director Career & Professional Development, Lehigh University), James Santanasto (Director of the RCBC, Lehigh University), Olivia Hodina (Omni Junior Merchant, Bloomingdale’s), and Sofia Capretta (Assistant Producer, Corporate Branding, Macy's). Marketing Career Day was a great success. Students took away a number of valuable insights that will help guide their careers in the right direction and students made a number of great networking contacts who offered sound mentoring advice. The Lehigh Department of Marketing would like to thank our industry guests, both alums and friends of Lehigh University, for the valuable time they afforded us and we’d like to thank our Marketing Students for their active engagement in the day’s events.
Marketing Career Day Pictures
The Department of Marketing teamed-up with the Lehigh University Center for Career & Professional Development to host their annual Spring Marketing Career Fair Luncheon. The event featured a wide-range of companies interested in recruiting our Underclassmen Marketing Majors for Summer Internships and our Seniors for Full-time employment upon graduation in May 2017. The Marketing Career Fair took place in the Rauch Business Center on February 15th.

Participating companies seeking to network with our Marketing Majors were presented with an intimate setting for formal meetings with Students, casual meet & greet conversation and on-the-spot interviews for recruitment. Several students were selected for follow-up interviews in pursuit of either internships or full-time employment.

Participating companies who were interested in engaging with our Marketing Majors included Wyndham Vacations, Lutron, Mass Mutual and Meltwater.

The Lehigh University Department of Marketing thanks our industry company guests for their interest in hiring our Marketing Majors. We’d like to also thank the Lehigh University Center for Career & Professional Development for their great support and help in making this a successful recruitment affair.

The Marketing Career Fair has again proven to be an excellent opportunity for matching student career interests with company needs. The Marketing Career Fair was organized by Professor Steven Savino of the Department of Marketing with the help of Karen Kuczynski, Director, Career & Professional Development and CBE College Liaison; Morgan Nelson, Department of Marketing Coordinator; and the Student Executive Board overseeing the Lehigh University Marketing Club.
Lehigh University’s Data X Symposium

The Department of Marketing once again had a prominent role in this year’s Data X Symposium. The spring symposium, titled “Found and Lost in Information: Perspectives from Marketing, Communication and Computer Science,” was held on May 3rd in the Roemmele Global Commons Area of Williams Hall. Speakers (inclusive of the Department of Marketing’s very own Professor Rebecca Wang), discussed contemporary challenges in the world of increased information.

“Journalism, news, information, social media: the lines are now permanently blurred in ways that shake the foundation of our society,” said Daniel Lopresti, Professor and chair of the Department of Computer Science and Engineering and Director of the Data X Initiative. “Technology powerhouses like Facebook and Google are scrambling to find ways of advancing the artificial intelligence they deploy to cope with the massive amounts of information that flow through their systems, which is far too great a task for humans to manage unaided.”

Professor Rebecca Wang, Assistant Professor of Marketing presented “The Bright and Dark Sides of Social Media and Digital Marketing,” delving deeply into scalable methods of marketing analytics and the challenges that big data poses to society. Joining Professor Wang on the stage during the session was Ashlee Humphreys, Associate professor at the Medill School of Journalism, Media, and Integrated Marketing Communication at Northwestern University, spoke on the changing role of information as it relates to social interactions.

To read more about the Data X Symposium: https://www1.lehigh.edu/news/data-x-symposium-examines-impact-digital-information
NYC Corporate Visits March 3rd, 2017

Marketing majors traveled to New York City on a spring day with Professor David Griffith and Department of Marketing Coordinator Morgan Nelson to learn about the challenges of marketing today from executives at Bloomberg and Ogilvy & Mather. At Bloomberg students interacted with Lehigh alumni that work in various marketing roles. The students were also toured the firm’s amazing corporate headquarters. At Ogilvy & Mather, students were treated to wonderful presentations and an open discussion with executives as well as recruiters. Students learned about various career paths in the advertising agency. The NYC corporate visits allowed students to learn about contemporary marketing practices and gain a respect for a variety of marketing positions across industries.
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 disseminations, and strong external visibility. In support of our mission, in April 2017 the Department hosted its fourth annual, two day Department of Marketing Research Symposium, co-chaired by Professors Keith Botner and Marina Puzakova.

Distinguished presenters at this year’s event included Professor Robyn LeBoeuf (Washington University in St. Louis), Professor Mark Houston (Texas A&M University), and Professor Praveen Kopalle (Dartmouth College). The Symposium allowed stimulating discussion between our distinguished speakers, Lehigh University marketing faculty as well as marketing faculty and doctoral students from surrounding universities. This year’s event was attended by faculty and students from universities including George Mason University, Rutgers University, Drexel University, and the University of Delaware, etc.
All College of Business and Economic students were invited to the CBE End of the Year Celebration. This year’s celebration allowed students to meet and interact with the faculty of the College of Business and Economics and other students in the CBE in a relaxed atmosphere on the Rauch lawn.

Saying Goodbye to the Class of 2017

Congratulations to the Class of 2017. 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.
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 Beibei Dong  
Best Reviewer Award, Journal of Service Research

Professor David A. Griffith  

Professor Ju-Yeon Lee  
Best Reviewer Award, Journal of Academy of Marketing Science

Morgan Nelson, Department Coordinator  
Hillman Nonexempt Staff Award

Professor Marina Puzakova  
Lehigh University Early Career Award for Distinguished Teaching

Professor Rebecca Wang  
2016 Best Paper, Journal of Interactive Marketing
2016-2017 Faculty Activities and Research

**Beibei Dong, Ph.D. (University of Missouri),** Associate Professor of Marketing; Bacy’s current research focuses on customer co-creation, service failure/recovery, service quality and other related topics in services marketing. In 2016, she published one article in the *Journal of Service Research* and another article in *Marketing Science Institute Working Paper Series*; in 2017, she has one article accepted for publication in the *Journal of the Academy of Marketing Science* and another article in *Marketing Letters*. In 2016, she received the “Best Reviewer Award” of *Journal of Service Research*. She serves on the Editorial Review Board of *Journal of Service Research*.

**David A. Griffith, Ph.D. (Kent State University),** Department Chair, Iacocca Chair and Professor of Marketing; During this academic year David’s research was accepted (or published in) the *Journal of Marketing Research*, the *Journal of International Marketing* and *Marketing Letters*. He was recognized by the American Marketing Association (AMA) DocSIG for the 4th year in a row as top ‘50’ publisher in the leading AMA marketing journals, was an invited Faculty Fellow at the 2017 European Academy of Marketing’s Doctoral Colloquium, and was appointed to the Hong Kong Research Grants Council, Business Studies Panel. He serves on the Academic Council of the AMA, as well as on a number of editorial review boards.

**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*. Ravi’s area of research is Design Innovation, Emotions, Brands, and Sustainability.

**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. 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. Mike teaches Principles of Marketing, Digital and Social Media, Professional Selling, Consumer Behavior, and Retail Marketing. He also acts as an Advisor.

**Keith Botner, Ph.D. (University of Utah),** Assistant Professor of Marketing. Keith’s research, including work published in *Journal of Marketing Research*, examines how marketers’ decisions affect consumer behavior. In 2017, academic conference presentations include “Price Estimation as a Function of Visual Sequencing” (Theory + Practice in Marketing, Darden School of Business) and “Consumer Curiosity In Promoted Prices” (ISMS Marketing Science Conference, University of Southern California). In addition to teaching Advertising as well as Principles of Marketing, in 2017 Keith also led students in their ‘hands-on’ marketing plan development for a local business.
James Maskulka, D.B.A. (Kent State University), Associate Professor of Marketing; Jim’s current teaching interests include Global Marketing, Principles of Marketing and the Lehigh in Belgium Study Abroad Program. He actively works with firms and non-profits organizations in the areas of strategy development, media planning and customer engagement strategies. His research has been published in journals such as Journal of Business Research, Business Horizons, and the Journal of Product and Brand Management. His current research interests include: co-creation and the sharing economy, emerging markets and brand management.

Marina Puzakova, Ph.D. (Drexel University), Assistant Professor of Marketing; Marina’s research interests are in branding strategies, brand anthropomorphization, and negative brand performance. Specifically, she examines consumers’ attributions and brand inferences, consumer-brand relationships, and the impact of different brand positioning strategies on brand performance and consumer responses to marketing communications. Marina has published in journals such as the Journal of Marketing, International Journal of Research in Marketing, Journal of Advertising and the Journal of Business Research. Her dissertation was selected as a Runner-Up for the Mary Kay Dissertation Competition sponsored by the Academy of Marketing Science. She is an Editorial Board Member at Journal of Advertising and International Journal of Advertising. In 2017, Marina received the Lehigh University Early Career Reward for Distinguished Teaching.

Taewan Kim, Ph.D. (Syracuse University), Assistant Professor of Marketing; Taewan’s primary research expertise is in new product development, new product concept demonstration, inter-temporal pricing, product positioning strategy, and entertainment marketing. His research titled “Product Concept Demonstrations in Trade Shows on Firm Value” is published at the Journal of Marketing. He also presented “Product Line Design with Product Concept Demonstrations” at POMS Conference, and INFORMS Marketing Science Conference.

Nevena Koukova, Ph.D. (University of Maryland), Associate Professor of Marketing; Nevena’s research focuses on pricing, digital products and consumer decision making. In 2016-2017, Nevena published her work titled “Walking in My Shoes: How Expectations of Role Reversal in Future Negotiations Impact Present Behaviors,” in the Journal of Marketing Research. She presented her research about the effect of probability formats on judgements of risk at the Annual Conference of the European Marketing Academy in Groningen, Netherlands. Nevena is the recipient of the James T. Kane Faculty Fellowship (2015-2018).

Ju-Yeon Lee, Ph.D. (University of Washington) is an Assistant Professor of Marketing and Alison and Norman H. Axelrod ’74 Summer Research Fellow at Lehigh University. Ju-Yeon’s research focuses on marketing strategy with an emphasis on customer-centric organizations, interfirm relationships, and online marketing channels. Her research has appeared in Marketing Science, Harvard Business Review, Journal of the Academy of Marketing Science, International Journal of Research in Marketing, and Marketing Letters. She currently serves as an Editorial Review Board Member on the Journal of the Academy of Marketing Science, where she won the 2017 Best Reviewer Award. She teaches marketing analytics and principles of marketing in the undergraduate and MBA programs at Lehigh University.
Steven L. Savino, MBA (Wake Forest University), Professor of Practice. Member of the MBA core curriculum team. Teaches graduate level courses on Marketing Foundations, Managing Products & Services, Brand Management and Sales Management. Member of the Undergraduate core curriculum committee. Teaches undergraduate courses on Principles of Marketing, Sales Management and Marketing Strategy. Faculty advisor to the Lehigh Marketing Club and Pi Kappa Alpha fraternity. Champions the Lehigh Marketing Career Day and Career Fair, as well as the Lehigh Marketing Career Mentors Program.

K.Sivakumar, Ph.D. (Syracuse University), Arthur Tauck Chair and Professor of Marketing; During 2016-2017, Siva received the Highly Cited Research from the Journal of Retailing. Siva is an Associate Editor (Marketing) for the Journal of Business Research during 2016-18. Siva currently functions as the Secretary of the Faculty at Lehigh University.
Lehigh University’s Department of Marketing ranked in the Top 15 in the nation for majoring in marketing for the 4th year in a row!

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

Recent Placements include:
- Johnson & Johnson
- IBM
- Ingersoll Rand
- Wayfair
- BASF
- INTL FCStone
- Ross Stores
- Acosta Sales & Marketing

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

Quote and Rankings by College Factual, 2014, 2015, 2016, 2017
We Need Your Help!

Contributions to the Department of Marketing

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Lehigh Class Year__________________________ Email Address___________________________________
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Expiration Date ________________ Name on Card _____________________________________________

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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

Any other comments you wish to share

Please send your information via email or mail to:

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Professor of Marketing
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