



April 2018

## Chairperson's Corner

Dr. Vincent W. Smith, Professor & Chair



“It Takes a Village” comes from the title of a 1996 book written by former First Lady Hillary Rodham Clinton. The phrase has become a modern-day cliché that we use to describe the necessity and value of members coming together to accomplish a collective goal. Whether it is raising a child or preparing graduates for careers in marketing or business education, the collective support and efforts of both faculty and students can garner great success when moving in the same direction.

### **New for 2017-2018:**

#### **Office of Professional Selling**

The MTSU Professional Sales program's mission is to promote excellence in the field of professional selling and sales management by providing world-class sales education and training to students while also remaining up to date on sales technology and research. The goal is to allow students to hit the ground running in any sales organization. We also want to create an alliance between the academic community and the business community so that businesses have the opportunity to hire outstanding student talent. The Office of Professional Selling is sponsored by the Insurance Group of America.

As we look at our third year as the Department of Marketing, we have continued our progress to revise and update our curriculum to best serve the needs of our students as well as our business and educational constituents. While our Marketing major has been updated and made more customizable by providing opportunities for students to explore various areas of marketing, a new concentration for the Marketing major in Professional Selling has been approved to begin in Fall 2018. This option will give graduates a strong background in sales theory and practices coupled with intensive experiential learning to succeed in one of today's most in demand professions.

Supporting the focus on professional selling, our new Office of Professional Selling (OPS) began this year to support our students and to serve as an outreach to the state and regional business community to build partnerships for our students. Interim Director of the OPS, Mrs. Laura Buckner, and faculty including Drs. Randy Clark, Diane Edmondson, and Lucy Matthews, are working with an advisory board of business leaders and alumni to build a program that is current and that is a leader in the region.

Supporting our middle and high school partners is vital. Marketing faculty have served during the year as judges for both Future Business Leaders of America (FBLA) and DECA regional competitive events. Faculty participate in secondary, district, and state business and marketing advisory committees. These opportunities provide a valuable connection to streamline curriculum and support the transition between high school and college.

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Faculty continue to represent the department and university through continued research, publications, and conference presentations at state, national, and international levels. Faculty serve as officers, committee members, reviewers, and coordinators for many of professional organizations in business communication, business education, marketing, and parliamentary areas. Faculty support the professional development of our students through the creation and delivery of numerous learning sessions for the IGNITE student professional development program designed to give them the extra edge for successful employment by encouraging involvement in a wide range of activities across the college. Faculty have enhanced their courses by incorporating experiential learning through the EXL program and included student engagement in learning activities through MT Engage. These programs provide our students with enhanced learning and opportunities that lead to advanced academic recognition.

As I reflect on the 2017-2018 academic year, I can say that we have accomplished a great deal; however, we still have much to be done. Continuous learning requires continuous work. This work involves the efforts of our faculty, students, and constituents. It takes a village.



Marketing faculty in a departmental "Selfie" taken during Marketing Week, Spring 2018

## 2017/2018 Marketing Department Scholarship and Award Recipients

Grady R. Haynes Scholarship  
**Jordan Gustus**

Nancy Fann Business Educ.  
Scholarship  
**Matthew Todd Reynolds**

Sales Enrichment Fund Scholarship  
**Tricia Michaela Knox**

Michael L. Heath Scholarship  
**Matthew Todd Reynolds**

Sports Marketing Scholarship  
**Robert Brownlie-Carey**

J. D. and Marge Vance Scholarship  
**Cherry, Ally Nicole**

**Lemon, Skylar Danielle**  
**Squires, Talia J**

**Medina, Karina Aguirre**

**O'Sullivan, Mackenzie Rae**

Joe E. Sawyer Business Education Award  
**Robertson, Tucker M.**

Bernard Goldstein Outstanding Mktg  
**O'Sullivan, Mackenzie Rae**

## Faculty Focus

Dr. Michael Peasley, Assistant Professor



### **Tell us a little about yourself.**

Throughout my career, I have been driven by a relentless curiosity. I am fascinated about what is needed to build great brands, companies, followings, and leaders. I am a researcher, author, speaker, teacher, advisor, student, husband, and father. I absolutely love each of those roles, and I am completely humbled that I get to spend my time with my family, students, business leaders, and social entrepreneurs.

In my free time, I like to be outside and active. I enjoy coaching my son and playing in some leagues myself. I also spend significant time reading and listening to podcasts on a variety of topics; some of my favorite titles include Problem Solvers, How I Built This, and The Marketing Book Podcast. I believe staying or remaining attentive to current business trends is extremely important, (e.g., algorithm changes at Facebook and Google and career trends, such as disappearing jobs and job of the future).

### **What have you enjoyed the most about being at MTSU thus far?**

The students. Our students have tremendous potential and seeing them learn and grow is very rewarding. I remember being a student and not knowing how much I did not know about the world around me. As teachers, advisors, and mentors, we have the opportunity to expose our students to so many new ideas, skills, and strategies to help them navigate an ever-changing economy.

### **What has been your biggest challenge at MTSU thus far?**

Recognizing that time is finite and that we have only a finite amount of time. I want to accomplish so much, but I have found that I must pace myself and say no to exciting opportunities that do not fit with my core goals or that would limit my effectiveness in my current endeavors.

### **How has your previous work experience influenced your classroom teaching and/or research at MTSU?**

The knowledge I gained from my sales career and as Vice President of Sales & Marketing had a profound impact on my growth. During that time, I learned how to curate content and identify useful information for improving my skills. I learned about which metrics to monitor to improve our brand, market and sales performance, and our digital footprint. I learned how to lead and how not to lead a sales team. I learned how to build and implement an analytics program designed to evaluate our marketing strategies, capture customer data, and improve our presence online—especially in the social domain. This real-world experience impacts my approach to the classroom in two ways. First, it allows me to bring real-world experiences and examples into the classroom. Second, it helps me to understand the importance of relevancy in everything for which I ask my students to commit time and effort.

*Continued from page 3 Faculty Focus*

**What is the most significant contribution you believe you will bring to the Marketing department?**

I am passionate about making improvements to the world around me, especially the education system for the students at MTSU. Our major has numerous opportunities for growth because Marketing is an

exciting field for many students. I will always work for the vitality of our program by focusing on improvements in the end user's experience (our students) and the relevancy of our curriculum. I am excited to work alongside other faculty who have the same mission.

## BEST Career Fair Spring 2018



## Marketing Department Featured Alumnus

### Katie Sevenich Smith



Katie graduated from MTSU with a BBA in Marketing in 2006. She and her husband have two daughters. She said, “Watching them grow and learn while I try to be the best working-mom role model I can be presents a whole world of challenges. Often, they are the ones teaching me!”

Katie currently works in the financial services industry as a marketing manager for Franklin American Mortgage Company. Her responsibilities encompass strategic marketing efforts to retain the company’s customer base. She said, “My team and I work with various groups inside our organization to improve the customer journey and customer retention year-over-year. We partner with sales, compliance, business intelligence, as well as print and digital design teams to explore and execute proven marketing strategies.”

Although Katie chose marketing as her major, she said she did not necessarily choose the financial industry as much as it chose her. She said, “While at MTSU I participated in Pi Sigma Epsilon (PSE) sales and marketing fraternity and learned the importance of networking. Many people use the phrase, ‘It’s who you know,’ but I believe it’s the inverse that’s even more true: ‘It’s who knows you.’ Each step that led me into my current role was paved by individuals and

leaders who were familiar with my work ethic and skill set. If you can demonstrate how you add value to an organization, their leaders will help pave the way for your career.”

Katie came to MTSU as a transfer student after another university did not quite feel like home. She said, “MTSU’s business department was highly rated, and the campus was a much more comfortable space. It simply felt like a good move, and it was. The faculty was much more invested in student success. By the time I’d graduated 2006, I’d developed some great friendships at MTSU, which included meeting my husband.”

Katie enjoyed her time at MTSU because even though it is a large school, she still felt like part of a smaller community. She said, “You are not just a number; you are a contributing member of campus life. There were plenty of groups to become involved in, so you could always find other students with similar interests. The faculty is clearly invested in the success of their students. They guide you through your coursework appropriately, while still giving you room to make mistakes and learn from them.”

If Katie could have done anything differently, she would have gotten involved in PSE sooner. She said, “It was such an enriching experience, and I might have been able to fit in another internship with the connections it provided me.”

Katie gave this advice to future MTSU graduates: “Seek out internships and opportunities that will challenge you and put you just beyond your comfort zone. You will likely surprise yourself. Be humble and remember that you can always learn at least one thing from each person that you meet. Grow and guard your network. It will help guide you through your career and other important decisions in your life. Make time for family and friends; you can always work harder tomorrow but remember to savor the important moments today.”

April 2018

# Marketing Memories

## Marketing Week Spring 2018



Marketing faculty "selfies"



Corporate Communications Seminar



Marketing faculty with students "selfies"



Marketing faculty with students "selfies"



Marketing faculty with students "selfies"

April 2018

## 2017/2018 Marketing Department Faculty

**Dr. Vincent W. Smith**, Department Chair and Professor

*MTSU Experience:* 33 years

*Teaching Interests:* Business Education; Business Communication;  
Training and Development Internships; Technology

*Research Interests:* Business education; business communication; training and  
development technology and instruction

*Recent Accomplishments:* Chair for the Department of Marketing 2016 to present;  
co-authored a chapter in the National Business Education Association  
Yearbook 2018; *Planning for Instruction* with Drs. Stephen D. Lewis and Robert B.  
Blair; advisory committee for Tennessee Department of Education; Division of  
College, Career & Technology Education, Business, Finance and Marketing  
Cluster



**Dr. Martha Balachandran**, Professor

*MTSU Experience:* 20 years

*Teaching Interests:* Business Communication and Business Education

*Research Interests:* Topics in business communication and business education



**Dr. Robert B. Blair**, Professor

*MTSU Experience:* 22 years

*Teaching Interests:* Managerial Communication; International Business  
Communication; Business Communication; Methods of Teaching Business and  
Marketing Education; Economic Education; Personal Finance Education; and  
Dale Carnegie Seminar

*Research Interests:* Teaching methodology; international and business  
communication

*Recent Accomplishments:* Co-authored a chapter in the National Business  
Education Yearbook 2018; *Planning for Instruction* with Drs. Stephen D. Lewis  
and Vincent W. Smith; Chartered the MTSU Collegiate DECA Chapter; Served  
as a co-presenter/facilitator of the National Business Education Association  
(NBEA) Academy of Leadership Excellence; Presented a special interest  
session, *Best Practice for Business Teachers*, at the NBEA Convention in Baltimore.



**Laura Buckner**, Instructor

*MTSU Experience:* 15 years

*Teaching Interests:* Professional Sales; Personal Branding; Dale Carnegie Course  
*Research Interests:* Student and business perceptions; expectations and evaluations  
of internships



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## 2017/2018 Marketing Department Faculty

**Dr. Randy Clark**, Associate Professor

*MTSU Experience:* 12 years

*Teaching Interests:* Business to Business Marketing, Marketing for Entrepreneurs

*Research Interests:* Trust and commitment in business relationships; non-profit marketing, teaching methodologies for marketing principles



**Dr. Randy Clark**

**Dr. Diane Edmondson**, Associate Professor

*MTSU Experience:* 9 years

*Teaching Interests:* Professional Selling; Sales Management; Marketing Research; and Principles of Marketing

*Research Interests:* Sales; non-profit marketing; and marketing education

*Recent Accomplishments:* President of the Society for Marketing Advances and Immediate Past-President of the Atlantic Marketing Association.



**Diane Edmondson**

**Dr. Timothy R. Graeff**, Professor

*MTSU Experience:* 25 years

*Teaching Interests:* Marketing Research and Services Marketing

*Research Interests:* Uninformed Response Bias in Surveys; effective pedagogy strategies; consumer outlook and confidence



**Dr. Tim Graeff**

**Dr. K. Virginia Hemby**, Professor

*MTSU Experience:* 13 years

*Teaching Interests:* Business Communication; Meeting, Event, Exhibition and Convention (MEEC) Management

*Research Interests:* Bullying in higher education – student on faculty; soft skills employers desire from recent college graduates; status of business communication course at post-secondary educational institutions

*Recent Accomplishments:* 2017 John Robert Gregg Award; 2016-2017 MTSU Outstanding Public Service Award





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## 2017/2018 Marketing Department Faculty

**Dr. Ronda G. Henderson**, Associate Professor

*MTSU Experience:* 12 years

*Teaching Interests:* Digital Communication for Business and Introduction to Business

*Research Interests:* E-learning; M-learning; digital communication

*Recent Accomplishments:* AACSB Post-Doctoral Bridge Program Candidate (July 2018) in the area of digital marketing at the University of Florida



**Dr. DeAnna Kempf**, Associate Professor

*MTSU Experience:* 16 years

*Teaching Interests:* Consumer Behavior and Marketing Principles

*Research Interests:* Product trial; sampling, advertising



**Dr. DeAnna Kempf**

**Dr. Steve Lewis**, Professor

*MTSU Experience:* 41 years

*Teaching Interests:* Communication

*Research Interests:* Communication; research; and business teacher education

*Recent Accomplishments:* Completing (Spring 2018) two-terms as editor of *The Journal of Research in Business Education*; current editor of the Business Education section of the *Business Education Forum*



**Dr. Lucy Matthews**, Assistant Professor

*MTSU Experience:* 3 years

*Teaching Interests:* Principles of Marketing; Professional Selling; Advanced Selling; Promotion; and Dale Carnegie

*Research Interests:* Sales and sales management; methodology; autonomy; engagement; and burnout.

*Recent Accomplishments:* 2017-2018 Outstanding EXL Faculty Award; November 2017 Overall Conference Best Paper award at the Society for Marketing Advances conference; 2017-2018 Jones College of Business State Farm Outstanding Professor



April 2018

## 2017/2018 Marketing Department Faculty

**Dr. Michael Peasley**, Assistant Professor

*MTSU Experience:* First year

*Teaching Interests:* Digital Marketing; Marketing Research; Personal Selling; Promotion; and Social Media

*Research Interests:* Digital marketing; frontline services and sales; marketing-finance interface, marketing strategy; neuro-marketing; and sales management

*Recent Accomplishments:* A publication in *The Services Industries Journal* and research papers at the *2018 National Conference in Sales Management*; *2018 Academy of Marketing Science World Marketing Congress*; and *Informa Houston 2017*.



**Dr. Melodie Phillips**, Associate Professor

*MTSU Experience:* 24 years

*Teaching Interests:* Promotion; Entertainment Marketing; and Marketing Strategy

*Research Interests:* Customer satisfaction; advertising effectiveness; curriculum and educational topics

*Recent Accomplishments:* Presented at SOBIE (Spring 2018) a paper that investigates increasing graduate enrollment in across college cooperative efforts



**Dr. Sherry J. Roberts**, Associate Professor

*MTSU Experience:* 11 years

*Teaching Interests:* Corporate Communication; Business Communication; Retail; and Marketing

*Research Interests:* Communication for business; retail; social media communication for business



**Dr. Wayne Rollins**, Professor

*MTSU Experience:* 42 years

*Teaching Interests:* Business Communication and Dale Carnegie Human Relations Course

*Research Interests:* Entrepreneurship and Capitalism

*Recent Accomplishments:* Presented at the *5<sup>th</sup> Annual International Symposium on Free Markets: Teaching and Research* (March 2018)



# 2017/2018 Marketing Department Faculty

**Dr. Don Roy**, Professor

*MTSU Experience:* 18 years

*Teaching Interests:* Sports Marketing; Promotion; and Principles of Marketing

*Research Interests:* Sports sponsorship; sports marketing; and brand management

*Recent Accomplishments:* Published two books on personal branding; will soon self-publish a book on using LinkedIn



**Dr. Raj Srivastava**, Associate Professor

*MTSU Experience:* 12 years

*Teaching Interests:* Marketing Management; Social Media Marketing; Sales Management; Retailing; and Principles of Marketing

*Research Interests:* Sales management; mind set; grit; social media

*Recent Accomplishments:* Published in *Journal of Business Ethics*; *Journal of Business and Industrial Management*; chosen to be Fellow of Direct Selling Education Foundation for the next three years



**Dr. Rajesh Srivastava**

**Dr. Cheryl Ward**, Associate Professor

*MTSU Experience:* 23 years

*Teaching Interests:* Consumer Behavior; International Marketing; and Principles of Marketing

*Research Interests:* Gender roles; ethics; attitudes; and higher education.

*Recent Accomplishments:* Guest co-editor for a special edition of the *Journal of Managerial Issues*; awarded the Distinguished Assistant Professorship Award by the Jones College of Business Professional Advisory Board (2005 – 2006).



**Dr. Raholanda White**, Professor

*MTSU Experience:* 27 years

*Teaching Interests:* Business Communication and Technology

*Research Interests:* Cross culture communication/intercultural communication

*Recent Accomplishments:* Presented at the *National Business Education Association (NBEA)* (March 2018), paper *Teaching Chinese Students and United States Students Business Communication with a Special Emphasis on Intercultural Communication.*



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