

VCU MKTGNews is a forum of university business news, events, and updates that are of interest to marketing faculty, staff, and students. It is published by the Department of Marketing in the VCU School of Business. To submit items for this publication, email your request to [mktgdept@vcu.edu](mailto:mktgdept@vcu.edu).

1. **Welcome to the VCU School of Business Department of Marketing**
2. **You're invited! American Marketing Association (AMA) Hosts Meet & Greet Wednesday, September 9th**
3. **AMA Presents Necole Simmonds, VP for Business Development for Johnson, Inc., Wednesday, October 7**
4. **Polish Your Skills at the VCU School of Business Mock Interviews September 14 and 15**
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## 1. **Welcome to the VCU School of Business Department of Marketing**

Welcome to the Department of Marketing (MKTG) and MKTGNews. The Department welcomes Dr. Michael Little as its Interim Chair. Dr. Little joined VCU in 1983. His teaching interests include retailing and marketing strategy. He is also the faculty advisor for the Executive MBA and 'traditional' MBA programs in the School of Business. The Department also welcomes Rebecca Jones as its new Program Coordinator.

MKTG students to visit the Marketing Department's location (B3185) on the third floor of Snead Hall. MKTG staff are available Monday – Friday, 8:30 to 5:00 PM, by phone at (804) 828-1618 or through email at [mktgdept@vcu.edu](mailto:mktgdept@vcu.edu).

## 2. **You're invited! American Marketing Association (AMA) Hosts Meet & Greet Wednesday, September 9th**

Enjoy refreshments, meet current AMA members and officers, and learn what the AMA can do for you on **Wednesday, September 9th at 7pm** at the VCU chapter of the AMA's Meet & Greet. The AMA is the nation's largest marketing association and a major source for information, resources, education, training and professional networking opportunities. The Meet & Greet is a drop-in event (no reservations required) and will take place in **Room B2165, Snead Hall**. Questions? Contact VCU's AMA chapter president Brittany Gary at [garyba@vcu.edu](mailto:garyba@vcu.edu)

## 3. **AMA Presents Necole Simmonds, VP for Business Development for Johnson, Inc., Wednesday, October 7**

Johnson, Inc. is the only full-service, minority-owned marketing and communications firm in Virginia. The AMA is delighted to bring Necole Simmonds, Johnson's VP for Business Development, to VCU to share her insights and experience in real-world marketing. This is an excellent opportunity to meet and learn from a senior executive in a major local communications firm. This event is open to all School of Business students and refreshments will be provided. The session takes place at **Wednesday, October 7 at 7 p.m. in Room B 2165, Snead Hall**. Contact Brittany Gary at [garyba@vcu.edu](mailto:garyba@vcu.edu) with questions.

## 4. **Polish Your Skills at the VCU School of Business Mock Interviews September 14 and 15**

In a competitive job market, a great interview can make or break your chance of landing that dream job. Learn how to capitalize on your strengths and address weaknesses in mock interviews on **September 14 and 15**. VCU School of Business is bringing in 18 employers who have conducted hundreds of job interviews. They will give students feedback on their interviewing skills. This is also a chance for you to be seen by companies looking for employees. Sign up for one of the 80 mock interview slots on Rams Recruiting. If you need to sign up for Rams Recruiting, you may do so at the VCU School of Business Career Center in B1102, Snead Hall.

## 5. **New Marketing Department Website Launches October 2**

The MKTG Department is extremely pleased to announce the launch of its new and expanded website at [www.bus.vcu.edu/marketing](http://www.bus.vcu.edu/marketing). Students can access past editions of MKTGNews and *MarketPlace*, as well as up-to-date information about careers, curriculum, internships, student and faculty activities, deadlines, special events, and more. The site will also feature blogs and videos from Marketing Department faculty and students, as well as local communications professionals. If you have any feedback, please send your comments to [mktgdept@vcu.edu](mailto:mktgdept@vcu.edu).

## 6. Same Course, New Number

Due to changes in the MKTG curriculum approved by the University Undergraduate Curriculum Committee, some course names and numbers have changed. The quick guide below will help you ensure that you are enrolling in the courses you need.

New Course Number	New Course Name	Old Course Number*	Old Course Name
MKTG 301	Marketing Principles	MKTG 308	Introduction to Marketing
MKTG 302	Marketing Problems	MKTG 476	Marketing Management
MKTG 310	Information for Marketing Decisions	MKTG 310	Information for Marketing Decisions
MKTG 315	Buyer Behavior	MKTG 373	Buyer Behavior
MKTG/INTL 320	International Marketing	MKTG/INTL 378	International Marketing
MKTG 330	Integrated Marketing Comm.	MKTG 371	Integrated Marketing Comm.
MKTG 340	Retail Management	MKTG 376	Dynamics of Retail Management
MKTG 435	Personal Selling and Sales Management	MKTG 474	Personal Selling and Sales Management
MKTG 442	Services Marketing	MKTG 475	Services Marketing
MKTG 445	Nonprofit Marketing	MKTG 491	Topic: Nonprofit Service Learning
MKTG 448	Internet Marketing	MKTG 478	Global Internet Marketing
MKTG 450	Product Development and Management	MKTG 472	Product Development and Management
MKTG 470	Field Project in Marketing	NA	NA
MKTG 475	Honors Seminar in Marketing	NA	NA
MKTG 491	Topics in Marketing	MKTG 491	Topics in Marketing
MKTG 492	Independent Study in Marketing	MKTG 492	Independent Study in Marketing