

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.

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1. MKTG Department launches NEW & improved website!

The MKTG Department is extremely pleased to announce the launch of its new and expanded website at www.bus.vcu.edu/marketing. Students can access past editions of MKTGNews and *Market Place*, as well as up-to-date information about careers, curriculum, internships, student and faculty activities, deadlines, special events, and more. If you have any feedback, please send your comments to mktgdept@vcu.edu.

2. BS in Marketing curriculum changes approved!

The University Undergraduate Curriculum Committee (UUCC) has approved the many changes submitted by the MKTG faculty regarding the BS in Marketing degree program. **Technically speaking, students currently enrolled in the BS in Marketing degree program can proceed with the program that was in existence when they came into the University. However, there are good reasons to take advantage of the provisions of the new plan, because in general, it provides more flexibility than the old plan.** Some of the improvements include:

- Addition of Buyer Behavior as a required course.
- A formal option to take up to two non-MKTG courses from a prescribed list to substitute for two MKTG electives (<http://www.bus.vcu.edu/marketing/FAQs.htm>).
- Addition of 4 new courses in the MKTG curriculum.
- An option to pursue a 'track' within the marketing major: Marketing Communications, Retailing, Distribution, International, and Marketing Technology (<http://www.bus.vcu.edu/marketing/BSinMKTG.htm>). We emphasize though, that the track is optional and will not appear formally on your transcript. You may, however, indicate it on your professional resumé.
- Various changes in the course number/title, prerequisite, and/or description changes of many of the MKTG courses. Among these changes is a renumbering and change in prerequisite for what is now MKTG 476 (Marketing Management). **As of Fall 2009, this course will be known as MKTG 302 (Marketing Problems), and the prerequisite will be much less restrictive, though the course content will remain the same.** If you are currently a MKTG major, and will not have taken MKTG 476 by the time Fall 2009 gets here, **be advised that MKTG 476 will become MKTG 302 and that is the course you will need to take.** If you will have taken MKTG 476 by the start of Fall 2009, you will not have to take MKTG 302.

Please visit our website at www.bus.vcu.edu/marketing for more information; if you have any questions or concerns, feel free to contact us at mktgdept@vcu.edu.

3. MKTG Department removes minor in marketing and encourages majoring in MKTG

As part of the changes in the MKTG curriculum approved by the University Undergraduate Curriculum Committee (UCC), the UCC has confirmed the termination of the minor in marketing. No new declarations for the minor in marketing are being approved. Students who are currently pursuing the minor have Summer 2009 and Fall 2009 in which to finish it. The department will no longer sign approval forms for the minor after Fall 2009. The School of Business still maintains a general business minor. Interested students can learn more information at <http://www.pubapps.vcu.edu/bulletins/undergraduate/?did=20413>.

Students interested in marketing are encouraged to consider majoring in marketing. Learn more information about this option at www.bus.vcu.edu/marketing/BSinMKTG.htm.

4. American Marketing Association (AMA) March events

On Tuesday March 3rd, AMA will have guest speaker Andrew Ferguson from EURO RSCG Impact. The event is 7-8pm in room B2165 in Snead Hall. Light refreshments will be served.

The next general meeting will be held before the speaker at 6pm in room B1212 of Snead Hall on Tuesday, March 3rd. Students interested in AMA are welcome to stop by.

5. Marketing research study on Thursday, March 5th; thank you gift for participants!

Want to see 'marketing in action' by participating in a market research study? Stop by B1122 in Snead Hall on Thursday, March 5th anytime between 9 AM and 12 PM to give your feedback about the soon-to-be released Richmond.com website. Participation takes about 20 minutes, and you will receive a thank you gift for being a part of the focus group!

6. Special fully funded study abroad opportunity to Cairo, Egypt

Through funding from a US Department of Education Grant – there is an opportunity for 5 students to spend three weeks in Cairo, Egypt (May 15 - June 5, 2009) and experience the business environment, culture and history of the region.

Applications for this fully funded opportunity are now being accepted. Details can be found at <http://www.bus.vcu.edu/international/> - under "Announcement" - see - The 2009 BIE Grant Student Study in Cairo, Egypt. **Applications are due to Dr. Van Wood by March 16th** (Snead Hall, B4102).

7. Scholarship opportunity available to students interested in international business

The Virginia International Business Council (VAIBC - formerly Richmond Export Import Club) is again offering 4 scholarships to students with an interest in international business (including a \$1000 award, two \$750 awards and a \$500 award). Details can be found at <http://www.bus.vcu.edu/international/announcements.html>. **Applications are due March 27th**.

8. Call for applications for Rotary International Ambassadorial Scholarships

For many years, Rotary International, a worldwide service organization, has sponsored Rotary Ambassadorial Scholarships, in an effort to foster world peace and better understanding among people of different cultures. There are three main types of Rotary Ambassadorial Scholarships, typically awarded for graduate study:

Academic-Year Ambassadorial Scholarships provide a flat grant of \$25,000 for one academic year of study in another country. These awards are intended to help defray costs associated with round-trip transportation, tuition and other fees, room and board, and some educational supplies. They are the most common type of Ambassadorial Scholarships. **Multi-Year Ambassadorial Scholarships** help fund two years of degree-oriented study in another country. A flat grant of \$12,500 is provided each year. **Cultural Ambassadorial Scholarships** help finance either three or six months of intensive language study and cultural immersion in another country. They provide a flat grant of \$12,000 for three months and \$17,000 for six months. Funds are intended to offset costs associated with round-trip transportation, language training, and home-stay living arrangements. Applications are considered for candidates interested in studying Arabic, English, French, German, Hebrew, Italian, Japanese, Korean, Mandarin Chinese, Polish, Portuguese, Russian, Spanish, Swahili, and Swedish.

The scholarship selection process is extremely competitive, but for those who win them, the scholarships provide the opportunity for a tremendous experience. Applications are now being taken for students intending to study abroad in 2010-2011. For detailed information, go to the Rotary International website:

<http://www.rotary.org/en/StudentsAndYouth/EducationalPrograms/AmbassadorialScholarships/Pages/About.aspx>

In the MKTG Department, Dr. David Urban and Dr. Michael Little are active Rotarians who can also provide information about Rotary Ambassadorial Scholarships.