



Marketing Department

Virginia Commonwealth University

# MARKET PLACE

MKTG Department • School of Business • Virginia Commonwealth University

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## Connecting Classroom and Career



David J. Urban (MKTG) greets Doug Knapp at the inaugural Verizon/MKTG Speaker Series

One of the things I have always emphasized to my students is the importance of what my wife calls “transfer capability”—the application of marketing concepts outside the classroom. This is one reason for the new Verizon/MKTG Department speaker series (see page 3). It helps our students to appreciate marketing in action, by exposing them to high-profile marketing executives.

But transfer capability is less about marketing appreciation than it is about marketing practice. During the Spring 2009 semester, I personally interviewed the graduating seniors from the Bachelor of Science in Marketing program. Those ‘exit interviews’ with graduating seniors revealed a high level of satisfaction with the MKTG program and its real-world orientation. Those same interviews showed me that we as faculty need to help our students to internalize the marketing lessons they have learned. For example, I would like to see all of our students approach their career planning and personal development with the same analysis, planning, and execution that Chief Marketing Officers would use to tackle a corporate marketing challenge. Please be assured that the MKTG Department will implement new ways to drive this message home in the remainder of 2009 and beyond.

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Best wishes to you and your family this summer,

Dr. David J. Urban, Department Chair

### IN THIS ISSUE:

Department Update	2
Faculty Update	3
Student Update	4
Corporate Partners & News	5
Faculty Profile	6
Alumni Update	7

Managing editor, Melanie C. Boynton

## MKTG Department Launches New Website

The MKTG Department recently renovated its departmental home page, found at [www.bus.vcu.edu/marketing](http://www.bus.vcu.edu/marketing). A variety of new sections have been added, including a ‘meet the alumnus’ feature, a research spotlight on a faculty member each quarter, and a calendar of events for MKTG department activities.

The website also contains up-to-date information regarding both

our Bachelor of Science in Marketing program and our Master of Science in Business with a concentration in Global Marketing Management. For current students, there is a wealth of information regarding the MKTG curriculum, program requirements, student activities, careers, and internships. Alumni can learn about upcoming events and read features on their fellow alumni.



Scroll on over to:

[www.bus.vcu.edu/marketing](http://www.bus.vcu.edu/marketing)

Department Update

# Meet our award nominees...

Each year, the MKTG Department faculty have the privilege of nominating seniors for the departmental 'Student of the Year' and 'Distinguished Service' awards, as well as the School of Business 'Wall Street Journal' award. For the 08-09 academic year, the faculty selected the winners from eight exceptional students in the Bachelor of Science in Marketing program.

Congratulations to the nominees and winners on their outstanding academic achievements!



**Stephanie L. Blankenship**  
Bachelor of Science in Marketing

Anticipated graduation: Fall 2009  
MKTG Department Award Nominee



**Erica Lamberta**  
Bachelor of Science in Marketing

Anticipated graduation: Spring 2011  
MKTG Department Award Nominee



**Ana R. Cuison**  
Bachelor of Science in Marketing

Anticipated graduation: Spring 2009  
Wall Street Journal Award Nominee



**Lauren McDonald**  
Bachelor of Science in Marketing

Anticipated graduation: Spring 2009  
MKTG Department Student of the Year



**LaShay J. Kenney**  
Bachelor of Science in Marketing

Anticipated graduation: Spring 2009  
MKTG Department Distinguished Service Award



**Lee S. Watson, Jr.**  
Bachelor of Science in Marketing

Anticipated graduation: Spring 2009  
MKTG Department Award Nominee



**Jennifer Koch**  
Bachelor of Science in Marketing

Anticipated graduation: Fall 2009  
MKTG Department Award Nominee



**Josh Wilberger**  
Bachelor of Science in Marketing

Anticipated graduation: Spring 2010  
MKTG Department Award Nominee

## MKTG Staff Member Selected for Grace E. Harris Leadership Institute

Melanie Boynton, the MKTG Program Coordinator for the MKTG department, was selected for the Grace E. Harris Leadership Institute (GEHLI) for the 08-09 academic year.

The GEHLI program is an institute established in honor of Grace E. Harris, the former Provost and Vice President of Academic Affairs for the VCU campus. Annually, 25-30 faculty and

staff in key leadership roles are selected from VCU to participate in the leadership program.

Participants in the institute examine their own leadership strengths and challenges, meet with a mentor in the senior administration, and become involved in a real-world project targeted at enhancing the VCU community. Ms. Boynton looks forward to continuing in the program in the Fall 2009 semester



Ms. Boynton represents the School of Business at Grace E. Harris Leadership Institute

## Dr. Van Wood, MKTG Professor, Travels to Iran in Fall of 08

Dr. Van Wood, Philip Morris Professor of International Business, traveled to Iran in the Fall of 2008 to appear as the keynote speaker at the Iranian Conference on Export Marketing. His lecture, entitled "Globalization and International Business: Realities and Challenges," explored the importance of screening export markets

for global success. The conference was held on November 9th, 2008 in Tehran, Iran and was attended by members of the local business community.

In addition to giving the keynote address, Dr. Wood led several workshops on global issues in business.

Dr. Wood dines with his Iranian hosts at a local restaurant in Iran



## MKTG Professor Dennis McDermott Retires After 30 Years of Service

Dr. Dennis McDermott, Associate Professor of Marketing, retired at the end of the Spring 2009 semester after 30 years of service to the VCU MKTG Department. Dr. McDermott came to VCU in 1979 after having been on the faculty at Syracuse University. He served as MKTG Department Chair from 1992 to 1996. He has been a prolific writer, having authored over 60 journal articles, conference papers, and case studies. He has also con-

sulted with numerous business and governmental organizations over the years, particularly in the health care field.

Commenting on Dr. McDermott's career, Dr. David Urban noted, "Dr. McDermott has skillfully balanced his teaching, research, and service responsibilities and has been a mainstay of the department for many years. His achievements reflect great credit upon him and upon VCU."



Dr. David Urban (left) congratulates Dr. Dennis McDermott (right) at his retirement reception honoring 30 years at VCU.

## Verizon /MKTG Inaugural Speaker Series a Success



Brian Angiolet, Executive Director of Verizon Marketing, at Verizon Communications Inc.

On April 15th, 2009, the MKTG Department hosted the inaugural Verizon/MKTG speaker series event for the Richmond community. Over 100 students, faculty, business partners, community members, and alumni attended this special event, which featured Mr. Brian Angiolet, the Executive Director of Verizon Marketing.

"This event was a strong success," noted Dr. David Urban, MKTG chair. "This stellar presen-

tation featured technological innovation, traditional and non-traditional marketing tactics, and a unique linkage between engineering and business."

The topic, entitled "The FiOS Story: Creating Market Share in a Crowded Market," featured the marketing strategy behind the launching of the enormously successful fiber optic speed network (FiOS) to homes across the country. Mr. Angiolet shared some of the tactics, product concepts, and innovations behind this unique service.

Mr. Angiolet emphasized that marketing is not simply an external communications function. Much of the success of any marketing program is due to the internal support managers generate among the organization's employees.

"Every marketing and promotional idea I have presented today is something that I had to fight for and sell within the company," Mr. Angiolet said. "Everyone—all the way down to the installation technicians—had to understand why FiOS was so important to the company and to the customer." This speaker series will bring another top executive to VCU in the Fall of 2009.



Brian Angiolet, Executive Director of Verizon Marketing, speaks about the innovations of FiOS

## Student Update

"We are extremely proud of what we were able to achieve working together as a student organization."

-LaShay Kenney,  
President of the VCU  
Chapter of the AMA

### AMA Feeds Several Hundred Families in Richmond

On April 10th, 2009, the VCU Chapter of the American Marketing Association (AMA) collected 523 lbs of food for the Central Virginia Food Bank, which fed several hundred families in the Richmond area. Service and community engagement are part of the core mission of the AMA student organization.

"We are extremely proud of what we were able to achieve working together as a student organization," noted current AMA President LaShay Kenney. "I am very grateful for the support of the students, MKTG faculty, and staff in the School of Business who made this achievement possible through their individual generosity."



Cassie Harris and Jamal Ibrahim organize the food collected for the Central VA Food Bank

The AMA was also one of the student organizations to host the School of Business Spring Etiquette Dinner on March 24th at the Jefferson Hotel Grand Ballroom. The etiquette dinner was an evening of speaker-led instruction, designed to help students navigate future business functions and interviews. Josh Wilberger of the AMA and Jamal Ibrahim introduced the speakers at the event.

Throughout the semester, the AMA hosted several social events, including a student organization mixer on April 20th and a "meet and greet" session on February 17th. The AMA also hosted guest speakers Andrew Ferguson of EURO RSCG Impact and Lesley Bruno of the Valentine Richmond History Center.



(From left to right) LaShay Kenney, Dr. Jodie Ferguson, Jamal Ibrahim, Josh Wilberger, Eliza Robinson, and Ellie Wronski at the Spring Etiquette Dinner

The following students were elected to the cabinet as officers in the 2009-2010 academic year:

- Brittany Gary (President)
- Chris Sanders (Vice President)
- Eliza Robinson (Secretary)
- Tyler Owens (VP of Recruitment/Membership)
- Svetlana Korenman (VP of Promotions/Activities)

### MKTG Students Compete in DMEF Collegiate Competition

During the Spring 2009 semester, members of the undergraduate Internet Marketing course created e-marketing campaigns designed to attract and acquire 15,000 new subscribers to StudyJams! a premium, web-based, subscription learning experience for children ages 3-6. Sponsored both by StudyJams! developer Scholastic and the Direct Marketing Educational Foundation (DMEF), the project was the focus of the annual Collegiate ECHO Direct/Interactive Marketing Challenge. According to Dr. Deborah L.

Cowles, Scholastic challenged students to use web-based marketing tools and tactics, such as search engine optimization, social networks, blogs, other social media, e-mail marketing, podcasting, and short message service to drive new and existing customers to the StudyJams! website and, ultimately, to increase the number of subscribers—all within a budget of \$300,000.

"Although each of the seven campaigns contained a number of excellent recom-

mendations, I was limited to selecting just one for submission to DMEF," Dr. Cowles said. "It was a tough choice to make." In the end, however, she submitted the recommendations of Team 1, comprised of Michael Cote, James Cummings, Patrick Dewyngaert, Elizabeth Franks, Matthew Leader, Lacey Lester, and Viva Pham, most of whom will be graduating in May.

The winner of the DMEF Collegiate Challenge will be announced in late May.

## School of Business Hosts 15th Annual Int'l Business Forum

At VCU's 15th Annual International Business Forum, three panelists offered a global perspective on a long-term global power shift in five emerging market countries—China, India, Brazil, Russia, and Mexico.

Paul Grossman, Director at the Virginia Economic Development Partnership, listens to other panelists



Mr. Hans Martin, the Chief Executive of the European Policy Center, Mr. Bruce Thomas, the Senior VP of Mead-Westvaco Corp., and Mr. Paul Grossman, the Director of International Trade and Investment at the Virginia Economic Development Partnership, comprised the panel moderated by Dr. Van Wood of the MKTG Department. The forum was sponsored by Universal Corporation and was executed in partnership with VCU, the School of Business, the School of World Studies, and a number of other organizations in the Richmond community. Over 250 guests from VCU and the business community attended this



Panelist Mr. Hans Martin, the Chief Executive of the European Policy Center, speaks with a student

premier event on February 24th, 2009 to learn about the 'rise of the rest.' The forum will return in the Spring of 2010.



Dennis Elwell, adjunct professor for the MKTG department

In the final edition of Volume 1 of *Market Place*, we are pleased to recognize one of the cornerstones of the marketing program, Professor Dennis Elwell.

Professor Elwell has been an adjunct professor with the MKTG Department since 1995. He was recruited by then department chair Dr. Dennis McDermott to teach MKTG

## Corporate Partner Spotlight Recognizes... Professor Dennis Elwell

435, Personal Selling and Sales Management, which he continues to teach to this day. "Every week, I am in front of a group of young people to whom I have an opportunity to share my insights on professional selling and marketing," noted Elwell. "The experience of being in the classroom, in turn, makes me a better salesperson and mentor to my staff. The perspective of the students helps me to keep in mind what a 'fresh perspective' in sales looks like. Having that understanding makes me a better coach."

Dennis Elwell is the National Director of Marketing Services for Verizon Enhanced Communities. In this role, Dennis manages several national teams in the strategy, engagement, and attainment of Verizon FiOS penetration in the Multi Dwelling Unit marketplaces across the U.S. Professor Elwell leads a team of approximately 6 regional managers and 50 dedicated account managers as they work with various housing and property partners to drive FiOS TV and FiOS Internet Subscription. He is able to bring the knowledge that he has gained in that role to the students in

the MKTG program at Virginia Commonwealth University.

As one of our adjunct faculty members, Professor Elwell has enjoyed watching the university grow and change over the past 14 years. "VCU has become a world class higher education institution," he stated. "The dynamic, the awareness, and the student engagement in the classroom has grown year after year in parallel with the advancement of the university."

Professor Elwell has also enjoyed the opportunity to sharpen his mentoring skills at VCU. "With six sales managers and 50 account managers across the country, I have to be able to understand their perspective and where they are on a learning and developmental curve. I am better able to do this after spending time with my students," reflected Elwell. "Teaching personal selling keeps me connected to the fundamentals of sales. If you lose sight of that, you will not be successful."

Professor Elwell continues with his teaching tradition in the fall 2009 semester.

## Faculty Profile

“It has gone by so fast! I think that seeing the students become successful...and hearing how their education has impacted their career—that has been great.”

-Dr. Dennis McDermott

Dr. McDermott with his grandson, Jack



A veteran of higher education with 30 years of service at VCU and a former department chair in the School of Business.

### Dr. Dennis McDermott

Will now take your questions...



**Where were you born?** I was born and raised in Toledo, OH. I attended the University of Toledo for my undergraduate degree and then Ohio State for both my MBA and my PhD.

**What attracted you to entering academia?** Oh gosh...Well, I enjoy teaching as well as doing research and writing. The three dimensions of teaching, research, and service are all of great value to me. I have never regretted entering this field; it has been a wonderful experience!

**What brought you to Richmond?** I was in Syracuse, New York in the 1970's and got offered a job here [in Richmond]. I stayed because there was great opportunity to grow, and I thought it was an ideal location for my children.

**What interested you in your field of study?** I used to be an entrepreneur. I started very young, at 7 years of age, with a Kool-aid stand and learned things like you should add sugar, not flour, to the lemonade [Laughs]. I was always interested in understanding how to

generate customers.

**Who in your life has been your greatest inspiration?** My father. He was an avid athlete and the coach of my baseball team. He was an insurance agent and developed my interest in that field at a young age.

**What are you most passionate about in life?** Music. I have played the guitar all my life. I try to learn a few new songs each week and now I know hundreds. Artists like Buddy Holly, Billy Joel, Elton John, the Beatles, and others inspired me as they had such a passion for making music.

**What recent event has been most interesting to you?** Probably Barack Obama being elected. It is such an amazing example of persistence and vision.

**What political or world event has most greatly impacted your life?** The movement towards deregulation in industries like transportation, communications, financial services, and health care. That introduces competition where it before did not exist. Wherever there's competition, there's a distinct need for marketing.

**What cause is particularly important to you?** I have been a member of the Bon Air Rotary for 25 years. That group, including myself, has done things like supporting Meals on Wheels, cancer

research, Habitat for Humanity, the eradication of polio, and creating potable sources of water across the globe.

**What did you like most about being a department chair? The least?** I always enjoyed recruiting new faculty and showing off VCU. There is so much that Richmond has to offer. The hard parts? Well, it was always tough, dealing with recession conditions. I had great concern about that as it impacted the morale of my group.

**What has been the most rewarding thing about being at VCU for 30 years?** It has gone by so fast! I think that seeing the students become successful and then running into them in the community and hearing how their education has impacted their career—that has been great. I also love to see how the students take pride in their school.

Interview conducted Oct 21, 2009

*Dr. Dennis McDermott is an associate professor with the MKTG Department and will be retiring after a very successful career in May of 2009.*

## Alumni Update and MKTG News

# Meet the Alumnus...Jay 'C' Paul

Jay 'C' Paul,  
Commonwealth's  
Attorney for  
Prince George  
County



What does the C stand for in Jay 'C' Paul? "My middle name really is C," laughs Jay 'C' Paul in a recent interview. "When I was running for office, using the C in my name just became part of the branding. When you are trying to become an elected official, anything that catches on with the voters and helps them remember you and your message is essential. When you are knocking on the doors of 3,600 voters, you had better know how to sell yourself!"

Jay 'C' Paul ('91) graduated from Virginia

Commonwealth University with a Bachelor of Science in Marketing after spending five years in the Navy. "I knew I wanted to become an attorney, so after graduating from VCU, I went to the University of Virginia to earn my law degree," noted Paul. "It was a powerhouse combination—having the background in marketing has certainly given me an edge above the competition in the courtroom, while running for office, and in my profession."

His background in marketing was also a critical part of supporting his financial success. "When I graduated from law school, it was a difficult market for the legal field. For eight months, I worked as an unpaid intern in the Commonwealth Attorney's Office three days a week and then two days a week as a paid marketing consultant. Not only did that marketing background get me through the transition from college to a law office, I knew how to market myself effectively to clients in order to build my own practice."

In January of 2004, Paul transitioned from private practice and ran for office in Prince George County where he was elected the Commonwealth's Attorney for that county. He currently holds that same elected position where he continues to capitalize on his marketing background.

His only regret? "I wish I had been more engaged as a student at VCU. My advice to students is to take advantage of the amazing opportunities, social events, networking forums, and interactions with professors. That is a one-time opportunity that can help you for the rest of your career."

**"...having the background in marketing has certainly given me an edge above the competition in the courtroom, when running for office, and in my profession."**

-Jay 'C' Paul, ('91)

## MKTG Students Recognized by Beta Gamma Sigma in Spring 09

Beta Gamma Sigma is the most prestigious international academic honor society for business students. It is the equivalent of Phi Beta Kappa, the honor society for the liberal arts. Invitations to join BGS are extended each year to the students with the highest GPAs at the doctoral, masters, and bachelors levels.

The academic performance of all of these award winning students reflects great credit upon them and on the MKTG Department. The MKTG faculty are very proud of these accomplished students!

The MKTG Department faculty congratulate the following BS in Marketing students who were inducted into BGS on April 24, 2009:

- \* Stephanie L. Blankenship-Stauffer
- \* Emily T. Childress
- \* Ana R. Cuison
- \* Ashley L. Drewes
- \* Paula M. Long
- \* Kwaku Osei
- \* Eliza K. Robinson
- \* Sarah M. Spear

Also, the MKTG Department faculty congratulate Kwaku Osei, who was recently selected to receive a 2009 Virginia International Business Council Scholarships, and Eliza K. Robinson, who was selected to receive the Howard and Greta Klugman Scholarship.

At the School of Business Honors Reception on April 24, 2009, Lauren McDonald, a senior in the BS in Marketing program, was honored as the MKTG Student of the Year. LaShay Kenney was honored as the winner of the MKTG Departmental Distinguished Service Award.



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Let VCU connect you with qualified candidates! Contact Mike Eisenman, Director of the Business and Engineering Career Center, at (804) 828-7102 or [meisenman@vcu.edu](mailto:meisenman@vcu.edu).



## Looking for the right job opportunity?

Then contact our Business and Engineering Career Center! Our marketing students have found internships and job opportunities in fashion, sales, advertising, management, media, retailing, and a variety of non-profit and governmental organizations.

Contact the Career Center today to find the right fit for you.

The Business and Engineering Career Center

The right fit

At the right time

[www.business.vcu.edu/recruit](http://www.business.vcu.edu/recruit)