



KENNESAW STATE UNIVERSITY

COLES COLLEGE OF BUSINESS
Department of Marketing and
Professional Sales



The Latest News and Updates at KSU

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**Featured Executive
Board Advisor**

Moira Vetter

Founder and President
Modo Modo Agency

Moira Vetter is the founder and President of Modo Modo Agency, a strategic creative agency serving Fortune 500 companies and hypergrowth mid-market companies.

Modo Modo Agency has won over 275 awards in every category of marketing, is a 2017-2019 Inc. 5000 company, was a 2017 ABC Best Place To Work and is active in Go Beyond Profit. Moira is an author, a Forbes Contributor and has been recognized repeatedly for entrepreneurship, most recently in 2018 as a TiE Atlanta Entrepreneur of the Year.

In addition to the Kennesaw State University Executive Advisory Board, Mora serves on the board of non-profit 48in48, the Executive Advisory Board of the Atlanta AMA and is an active advocate for Conscious Capitalism.

Letter From The Chair

Dear Students, Faculty and Staff,

Welcome back to spring semester at KSU. It is good seeing some activity on campus again.

We are looking forward to the National Collegiate Sales Competition to be held virtually March 5-8. I hope that everyone will consider participating.

Congratulations to our December 2020 Graduates! We wish you much success.

Have a safe and enjoyable semester.

Sincerely,

David J. Burns
Chair and Professor of Marketing & Professional Sales

Faculty Highlights

Dr. Stefan Sleep did an amazing presentation at the Coles Seminar series on Friday, January 22. His talk focused on "Can Marketing and IT Be Friends?: The Impact of Information Strategy, Structure, and Processes on Business Performance."

Congratulations to Stefan Sleep for his A+ publication in the European Journal of Marketing "The business-to-business inside sales force: Roles, configurations and research agenda "

We just finished interviewing for two new Marketing Professor positions. Luckily, we have some great candidates to choose from. We are excited to have some new professors on their way to KSU!

DID YOU KNOW?

The Marketing & Professional Sales Department has a mentoring program. If you are interested in participating, go to coles.kennesaw.edu/marketing-sales or email us at marketingmentoringprogram@kennesaw.edu



Jen Riley (Cohort 11) will be on the Editorial Review Board for the Journal of Global Scholars of Marketing Science.

Conferences and Publications of three PhD students from Cohort 12

Arwen Matos-Wood

Conference Paper Presentation

"Is there an ROI for Being Ethical? The Impact of Consumer Perceived Ethicality on Brand Equity"

Association of Marketing Theory & Practice
August 2020

"The Link between Nonprofit Marketing and Donor Giving: The Impact of Targeted Promotions"

Atlantic Marketing Association
October 2020

Martha Troncoza

"Activity apprehension experiential purchases"

Journal of Services Marketing
January 2021

Eric Harvey

Conference Paper Presentation

"How is Brand Orientation Influenced by Social Media Content?"

Association of Marketing Theory & Practice
August 2020

"Social Media Content and Consumer Engagement influence on Brand Orientation"

Atlantic Marketing Association
October 2020

"CSR and social entrepreneurship: Combining efforts towards sustainability"

Journal of Global Scholars of Marketing Science
September 2020

News from KMA



To stay connected last semester, KMA held several zoom calls, chapter meetings, and a Professional headshot event. These headshots are really important when looking for a job. In October, a linkedIn workshop was held with Professor Brad Taylor . He shared his recommended tips and tricks for your LinkedIn profile. We also held a KMA Kickback at SOVA apartments. We played games, made s'mores and were able to fellowship face to face.

Upcoming events for spring semester include a February Valentines event. Upcoming educational events will be held with Nike, TTi personal development/branding workshop and a social media event with Professor Tyra Burton.

If you are interested in joining KMA, check us out at www.amakennesaw.com

NCSC

This virtual sales competition will be held March 5-8, 2021. For more information go to www.ncsc-ksu.org

Save the Date:
Digital Marketing
Competition
November 6, 2021

RESEARCH CORNER

Congratulations to Dr. Armen Tashchian for his recent publication of "Effectiveness of brand placements in music videos on views brand memory, brand attitude and behavioral intentions" This article was published in the European Journal of Marketing (A+ journal)



Executive Advisory Board Members:

Chair: Brad Taylor Former VP National Accounts at Coca-Cola
President of Taylor Built Brands & Marketing Instructor at KSU

Brad Kehm Director IMC at Nike

Carl Zaglin President and Finance Executive of Atlanco Inc.

Dan Hennessey Sr. VP of Serta-Simmons Bedding Co.

Harry Vardis Adjunct Faculty at KSU and Emory University

Justin Brown Home Depot

Mark Fogas COO of Epsilon Automotive

Michele Velcheck CEO of Solid Source Real Estate

Moira Vetter President of Modo Modo Agency

Skip Meyer Channel Lead at Newell Brands

Tim Lamb VP of Marketing at PRGX Global

Steven Lent, Sr. Dir. Brand Advocate at Home Depot

Heather Pennington, CEO at I Speak Business

**Next BOA
VIRTUAL Meeting:
February 5, 2021**

News from the Executive Advisory Board

Welcome our newest Executive Board Members!

**Steven Lent, Senior Director Brand Advocate
Home Depot**

**Heather Pennington, CEO
I Speak Business**

A big thank you to Harry Vardis who recently made a generous gift to the University to establish the Harry and Athena Vardis scholarships. These will provide needs based support to KSU students, with special consideration paid to international students pursuing degrees within the Coles College.

A big welcome to two of our Board Members who are teaching class this semester: Dan Hennessey is teaching Principles of Marketing and Heather Pennington is teaching Consumer Behavior. We are thankful to have them teaching with us.

Congratulations to Mark Fogas who was recently promoted to COO of Epsilon Automotive.

Congratulations to all of our December 2020 Senior Graduates. We are so proud of you and wish you the best! Keep in touch with the department. Email us at ldieffen@kennesaw.edu

Class of 2020



**Pamela Diaz
Daven Hall
Indya J'nai Gilbert
Savannah Rubio
Moriah Kaye Landis
Jordan Tyler Rowley
Shalonda Martin
Michal Marek Kardacz
Jordan Hali Hunter
Jack Ryan Zegers
Dylan Alexander Newman
Catherine Nicole Nichols
Christopher Andrew Pairan
Kayla Kellia Rumph
Frederic Moussa
Norlina Musie Tesfamariam
Calista Mae Sewell
Caroline Fatima Syed
Taylor Alexis-Jade Whitley
Brooke Ashlyn Seabolt
Daniela Schaich Ganiel
Chavis Jones
Erick Francisco Castillo
Kaleb Wade Bell
Jose Roberto Soto
Melissa N. Miles**

**Diane Noak Bounphasaysonh
Andrew Pedrick Bigalow
Lois Marie Price
Amber Cranston
Nancy Kathleen Sproule
Courtney Kenney
Kathleen McQueen
Hongze Qiu
Mark Aaron Boutilier
Robert Bailey Underwood
Madison Tumey
Mackenzi Ragan Brown
Keily Perla
Candace Salters
Larissa Hernandez Reyes
Tariq Nate' Williams
Maria Valeria Furlan
Keiry Dayana Chicas
Walker Terry
Natalya Ardrell Nimitz
Raven Breanna Lee
Brooklynn Danielle Stinchcomb
Baylee Ann Mitchell
Lily Marie Pierce
Kathryn Kirby Ward
Brianna Renee Crane
Lindsay Morgan Fraser
Garrett Evans
Candace Alicia Hicks
Lauren Ashleigh Cutcliff
Madison Godwin
Shanoy T. Smith
Jessica Zajac
Lauren Elaine Hudson**

**Chris Sterling
Emily Kirchmeyer
Mia Anna Schaefer
Geena R. Lawrence
Zachary Taylor McPherson
Kyle Kelley
Payton Blake Williams
Brian A Rodriguez
Lauren McCarthy Lance
Abigail Maryanne Berrios
Nasir David Emanuel Thompson
Victoria Marlow Fields
Danielle Christina Smith
Lenny Yumi Jimenez Cazon
Chris Johnathan Williams
Madison Black
Vincent William Guadagno
Lawrence Nnamdi Ofili
Emily Fredrick
Abigail Squires
Mercy Amador
John Grigsby
Miguel Janeira Pereira
Chandler Matthew Burger
Caleb David Fortney
Mark Edward Farmer
Logan P. Molinaro
Jordan Carole Lambert
Jarrett B. Carden
Sarah Alexis Spegal
Alexis Brooke Harvey
Nathan Carter
Luis Alejandro Beltran**

Check us out on LinkedIn, Instagram, and Twitter!

LINKEDIN

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TWITTER

@KSUMARKETINGST1

INSTAGRAM

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FLASHBACK... Can you guess what year this was? What event? Can you name everyone in the picture?



**Staff Editors:
Ahijah Ireland
Linda Rowlette**