



**KENNESAW STATE  
UNIVERSITY**

COLES COLLEGE OF BUSINESS  
*Department of Marketing and  
Professional Sales*



## Latest News and Updates

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**01**



### **Ware2Go Intern Summer 2020**

Ware2Go is a technology platform backed by UPS that connects merchants seeking warehousing and fulfillment with third party logistics and warehouse operators whose capabilities match their needs.

Ware2Go's marketing team is looking for an enthusiastic & self-motivated intern to support marketing efforts and help grow their lead funnel. As the Marketing Intern, you'll gain experience building, testing, and analyzing the success of marketing programs.

### **Special Letter From The Chair**

To All of our Marketing Graduates,

I want to personally congratulate you for graduating from KSU with a degree in Marketing.

You are graduating during unprecedented times, but I know that with the hard work you have put into this degree, you will have a very successful career.

Congratulations and we wish you the very best!

Sincerely,

Dr. David J. Burns

## Amazon Competition: 1st Place

The KMA students' winning plan focused on opening small, kiosk-like physical retail spaces called Amazon Student Go stores on college campuses where students could buy food and technology items and pick up their Amazon deliveries. Coming in first netted each student an Amazon Echo and priority consideration for job opportunities with Amazon. Stallings was asked to interview for a position as either a senior human resources assistant or a marketing specialist, while Lenny Jimenez is now interviewing for a job with Amazon Web Services.



Senior marketing lecturer Tyra Burton accompanied the Kennesaw State students to the Conclave. She praised the team for their thorough understanding of key marketing concepts and their ability to tailor their solutions to meet Amazon's needs. In addition to winning the Morehouse Marketing Conclave, Stallings and Lenny Jimenez also won first place overall, as well as the award for best strategy, in the third annual Coles College Digital Marketing Competition.

Three members of the Kennesaw Marketing Association – Laura Stallings (Left) , Lenny Jimenez (Right) , and Amber Griffin (Middle) – took the top spot in the Morehouse Marketing Conclave Amazon Case Study Competition in February.

## The Kennesaw Marketing Association Elected their New Officers

**President:** Hannah Glass

**Vice President:** Truett Nichelson

**VP of Marketing:** Grant Burrows

**Social Media & Branding Chair:** Kayla Tollerson

**Director of Human Resources:** Amber Griffin

**Recruitment Chair:** Maddy Godwin

**Treasurer:** Ortisemeyuwa Enonuya

**Fundraising Chair:** Lenny Jimenez

**Director of Operations:** Kayla Wright

**Faculty Liason:** Scott Widmier



## SECCDC Regional Champs



Over the course of the two-day competition, the students managed the servers, clients and networking devices assigned to them, while enacting multiple changes assigned by their "bosses" portrayed by KSU's Institute for Cybersecurity Workforce Development faculty. All the while, the red team attacked and penetrated their systems, requiring the student teams to implement effective incident response plans and procedures to regain control of their systems and recover their business operations.

### Kennesaw State Unverisity's 1st Championship Win in 15 Years!

*Congratulations to KSU's Cyber Defense Team!!*

## Student Spotlight #5

## Jen Riley



Jen Riley is a 2nd year doctoral student at Kennesaw State University & full-time faculty at Alabama A&M University. Riley recently passed her qualifying exams and attended the Journal of Marketing workshop in conjunction with the 2020 Winter AMA conference. Her solo-authored research entitled "Sustaining Customer Engagement through Social Media Brand Communities" has been accepted at the Journal of Global Scholars of Marketing Science and will be published in a special issue later in the year.

KSU Symposium

**24<sup>th</sup>**  
Annual  
**SYMPOSIUM OF  
STUDENT SCHOLARS**  
VIRTUAL EDITION  
**APRIL 16, 2020**

*Recognizing excellence in student scholarship and creative activity*

**Congratulations!**

90 undergraduate students from Dr. Mona Sinha's International Marketing class presented their case studies. This was the biggest turn out from Coles College ever!!

Case Study Winners

Dr. Mona Sinha also held a competition and the winners were:

*Best Presentation* How can Apple be more 'Fruitful' in India?

**Issabella Bertolani, Pamela Diaz, Zack McPherson, Amani Elchaar, Michal Kardacz, Kamari Davis, Nakia Abdul, and Lawrence Ofili**

*Best Poster* From Delhi to Mumbai, Apple Seeks a Bigger Slice of The Pie

**Taylor Greer, Brent Cassidy, Mike Williams, Nick Hill, Chandler Burger, Adam Pedraza, Steven Wehde, Caleb Fortney**

*Best Case Study* Zara: Facing Fast Fashion Challenges in China

**Daniela Schaich Graniel, Alexus Finnell, Caitlin Hopkins, Candace Salters, Elimay Baez, Larissa Hernandez, Madison McIntyre, and Raven Lee**

*Best Case Writer* Mobike's Bike-Share Battle in India

**Amber Cranston, Sam Kroll**

**Dr. Sinha & Undergrad Student Researchers**

Dr. Mona Sinha and International marketing students Rachel Amatriain, Clay Wilderman and Jackson Lott, as well as information systems student Kyle Sicard (not pictured), are the first Coles College students to ever have research featured in the peer-reviewed *Kennesaw Journal of Undergraduate Research*.

Dr. Sinha has been teaching International Marketing to juniors and seniors since 2016, and as part of her course, she assigns them to write case studies about businesses facing challenges as they expand globally. Three of the four Coles College researchers published in the journal are former students of Dr. Sinha, who was instrumental in helping get their work published.

For Dr. Sinha, seeing her students accomplish their goals has inspired her to continue pushing more young people to consider research pursuits like academic conferences and journal publications.



## PhD Marketing Cohort 10

**Mike Morgan, Kate Nicewicz** and **Jen Riley** submitted their paper from their Qualitative Research Methods class (BRM 9104) to the American Marketing Association's 2020 Summer Educators Conference. We are happy to announce that all three papers were accepted and they are looking forward to traveling to San Francisco in August 2020 to present their research.

**Jen Riley:** Understanding Customer Perceptions of Branded Social Media Content (Paper)

**Mike Morgan:** Causal Attribution of Service Failure in Service Delivery Networks – A Pilot Study of Online Food Delivery Systems (Paper)

**Kate Nicewicz:** Cascading into the Uncanny Valley - Desire for Control as a Tipping Point (Poster)

Please CONGRATULATE Marketing Cohort 10 for their wonderful hat-trick!



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## 2020 Marketing Graduates

Nakia Abdul	Sarah Esposito	Brandon Kirk	Carly Roberts	Isabella Vranesevich
Robin Allman	Tony Evans	Cameron Kirschner	Jennifer Russell	Kailey Ware
Hailey Allsbrook	Mallory Fields	Matthew Lee	Kelly Scarratt	Kyle Weatherly
Llorel Artis	Alexxus Finnell	Rachel Legere	Brant Schwendel	David Whitehead
William Baukmon	Haley Ganues	Eric Mallonee	Shaquavious Sherman	Hunter Willis
Kylah Blount	Tyler Gelmini	Hailey Marcolina	Devin Sherwood	Joshua Wofe
Taylor Bryant	Jessica Golden	Andrew Mastracchio	Nathan Sires	Olivia Wurtz
Brazelton Victoria	Sydney Gorey	Dona Matarage	Haley Sloan	Tyler Young
Lauren Britton	Michael Harris	Chelsea McIlroy	Shakeem Soanes	Kayla Zimmerman
Koran Baraka		Bilen Moges		

### Congratulations!

Michael Chapman	John Hedley	Sahar Naseem	Emely Sosa
Michael Courter	Rachel Hester	Tucker Newport	Emily Southern
Christopher Cowman	Conner Hogan	Schuyler O'Malley	Madelyn Spain
Blakely Curtis	Chieh-Yun Hsiao	Molly Patterson	Laura Stallings
Angela Callahan	Hayden Hughes	Adam Pedraza	Stephanie Still
Nicholas Daniels	Ryan Hunter	Shannon Prince	Alesia Stradford
Coral Davids	Caysi Ingram	Teyana Pryor	Taylor Tibbits
Tyler Dodge	Madeline Johnson	Nathan Pyle	Hayden Victor
Amani Elchaar	Samantha Jones	Ashley Reese	
	Kyle King	Kristin Reynolds	