



# 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**

**Mark Fogas**

Executive Vice-President of  
Strategic Consulting,  
Publicis Group

Mark Fogas has more than 30 years of strategic marketing, advanced analytics, product development and governmental affairs experience, having spent the majority of his career leading teams in the development, execution and measurement of multi-channel marketing programs for brands like AT&T, the National Football League, 24 Hour Fitness, the NBA and Brookdale Senior Living.

Prior to assuming his current role at Publicis, Mark spent 20 years in a variety of customer care, call center management, regulatory, sales operations and marketing positions with BellSouth.

When not working Mark has been a guest lecturer to business and public relations classes at Louisiana State University, Louisiana Tech University and Grambling State University where he also served on the College of Business Advisory Board.

Mark has an undergraduate degree from the University of Alabama at Birmingham and a Masters Degree in Organizational Psychology from Louisiana Tech University. He has called Atlanta home since 2001.

## Letter From The Chair

Dear Students and Faculty,

I continue to be impressed by all of the faculty and students that were able to make adjustments, work hard and persevere during these interesting times.

Although we will be online after Thanksgiving, I hope everyone will continue to attend class and stay engaged in your work.

Stay safe and I personally look forward to seeing everyone again in January!!

Happy Holidays,

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

## Faculty Highlights

### Professor Tyra Burton

From one professor to another...."Tyra Burton was nice enough to take her personal time tonight to discuss social media with my class. Every semester I bring in a subject matter expert on digital marketing, and thankfully Tyra jumped in during this Covid challenged time. She did a great job talking about a subject which she is very knowledgeable, but also passionate. Bottom line, the students learned something tonight....and that is what is all about. Thanks Tyra!"

### Dr. Jennifer Hutchins

Jennifer Hutchins' class was visited by Provost Schwaig to see how technology is being used to deliver hybrid courses in this time of the pandemic. Provost Schwaig was so impressed that she asked Jennifer to do a campus wide virtual presentation which was held on November 4. Way to go Jennifer!!

### Dr. Armen Tashchian

Dr. Armen Tashchian presented at the Coles Research Seminar on November 6. His talk was focused on "Effectiveness of Brand Placements in Music Videos on Viewers' Brand Memory, Brand Attitudes and Behavioral Intentions." Great presentation Armen!!

Special CONGRATS to Dr. Jennifer Hutchins for receiving a promotion to Associate Professor and tenure!

Special CONGRATS to Dr. Leila Borders for receiving the 2020 R. Keith Tudor SERVICE AWARD. This award, given annually by the Atlantic Marketing Association, is given to a member who exemplifies an unprecedented level of service. Way to go Dr. Borders!!

Congratulations to Dr. Armen Tashchian and Dr. Bill Forrester for their recent publication of "The influence of resume quality and ethnicity cues on employment decisions." This article was published in the Journal of Business Economics and Management. To read it go to <https://doi.org/10.3846/jbem.2020.13670>

## Student Highlights

PhD student, Mike Morgan, Cohort 11, has been selected as our nominee for the Doctoral Consortium held by the Society of Marketing Advances (SMA).

The conference was held virtually. Details can be found at <https://www.societyformarketingadvances.org/>. Details about the doctoral consortium is available at <https://www.societyformarketingadvances.org/Doctoral-Consortium>.

PhD student, Jen Riley, Cohort 10, recently accepted a full-time position teaching marketing and professional sales at Kansas State University. While teaching was not her original career goal, she has discovered a passion for it.

“The 2019 nominee for the SMA doctoral consortium was Kate Nicewicz (Cohort 10). Our students have a long history of representing KSU at SMA not just by participating in the doctoral consortium but also by presenting research papers at the conference. In 2019, Jen Riley (Cohort 10) presented 2 papers at SMA. Our doctoral students continue to make us proud!”

## 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 Liaison:** Scott Widmier



## Sales and Marketing Career Fair

The virtual career fair held November 4, 2020 had 21 sponsors and 150 students. Good job everyone!!

## Sales Competitions

Three KSU students - Adam Stickler, Connor Pruitt, and Tori Horne, recently competed in the Virtual Great Northwoods Sales Warm-Up at University of WI - Eau Claire. The competition included 66 students from over 20 different schools who participated in multiple sales role plays over two days. Congratulations to Adam Stickler for winning second place!!

**2020 ICSC Florida State - Nov 11-14**

## RESEARCH CORNER

Congratulations to Swati Panda, Scott Widmier and PhD student, Eric Harvey, who collaborated on a paper that's just been published. Read it at

<https://www.tandfonline.com/doi/abs/10.1080/21639159.2020.1766991>



**Executive Advisory Board Members:**

Kristin Bitter VP Industry Affairs at Coca-Cola Company

Mark Fogas Exec VP of Epsilon

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

Brad Kehm Director IMC at Nike

Tim Lamb VP of Marketing at PRGX Global

Skip Meyer Channel Lead at Newell Brands

**Chair:** Brad Taylor Former VP National Accounts at Coca-Cola, President of TaylorBuiltBrands & Marketing Instructor at KSU

Harry Vardis Adjunct Faculty at KSU and Emory University

Michele Velcheck CEO of Solid Source Real Estate

Moira Vetter President of ModoModo Agency

Carl Zaglin President and Finance Executive of Atlanco Inc.

**Next BOA  
VIRTUAL Meeting:  
TBD**

## News from the Executive Advisory Board

**Welcome our newest Executive Board Member!  
Justin Brown, Merchandising Leader  
Home Depot**

**Congrats to Executive Advisory Board  
Scholarship Recipients for 2020/2021: Julia Clark,  
Joseph Coopere, and Daniela Schaich-Graniel**

**Kristen Bitter, Executive Board Member, is  
retiring from Coca-Cola and will be pursuing  
other interests. It has been great having her as  
part of our Executive Advisory Board and she will  
be missed. Good luck to you Kristen!!**

## SAD TO SEE YOU GO

Two of our faculty members, Dr. Leila Borders and Dr. Deborah Lester recently announced their retirement in Summer of 2021. Both faculty members have given us years of their expertise and dedication and they will both be truly missed. We wish them the best of luck in their new adventure!!



Kennesaw State University!

We are now Officially on  
LinkedIn, Instagram, and Twitter!

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Instagram @ksumarketingstudents