

The Marketing Mix

WALSH[®]
COLLEGE
LIVE. BREATHE. BUSINESS.

Summer 2012

For and about Walsh alumni and students who work in sales, marketing, advertising, and PR

Marketing, Taught from a Unique Perspective

Students best understand marketing, like other business disciplines, when they can link their classroom learning to current, practical, real-world applications.

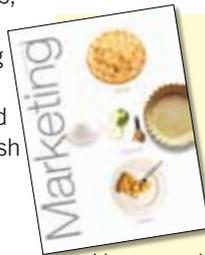
That is the lesson of Walsh's new Marketing curriculum, reengineered to reflect a new marketing model.

"Marketing is no longer a soft science," Department Chair Michael Levens, Ph.D., said. "Quantitative measurements and extensive marketing research have made marketing results measurable and actionable."

Walsh now offers courses such as Customer Relationship Management, Consumer Insights, and Social Media Strategies to help students understand the quantitative side of marketing and apply it to challenges faced by corporate and non-profit marketing departments around the world. Using scenarios developed by Walsh instructor/practitioners, students connect theory to reality and learn how specific strategies and tactics can influence a marketing plan and its implementation.

"Students at Walsh are uniquely prepared to understand the new marketing model," Dr. Levens said. "Most already take Quantitative Methods (QM) as part of their coursework, and are able to generate the information necessary to make informed decisions."

Walsh's curriculum evolves with marketing techniques and channels. For example, corporations are exploring and debating the value of social media and determining the best way to monetize the loyalty such channels engender. Walsh College instructors actively participate in that discussion and may generate the strategy that turns a company's Facebook account into a substantial savings account.



Michael Levens, Ph.D.

Associate Professor of Marketing
Michael Levens, Ph.D., chairs the Business Administration curriculum at Walsh College.

He researches affluent consumer behavior and non-traditional bundling and is a frequent speaker at marketing conferences.

Dr. Levens wrote "Marketing: Defined, Explained, Applied," the Principles of Marketing textbook used by Walsh and more than 150 colleges and universities worldwide. The book is in its second edition.

He also used many of the principles outlined in the book as a basis for reengineering the College's Marketing curriculum.

The Simulated World of MKT 460



Cameron Walters,
BBA-MKT student

BBA student Cameron Walters entered the simulated world of Strategic Marketing (MKT 460) this spring. MKT 460 students are given command of the marketing decisions of a virtual company. His every move had an effect on the company. He shares his experience in the following article.

On the first day of class, Professor Nicholas McCracken gave us a brief rundown. We would each control a successful pharmaceutical company called Allround. We would do this in PharmaSim, an online simulation program produced by Interpretive Simulations.

Then Prof. McCracken issued a simple, yet intimidating, objective: increase Allround's market share and net income by the end of the semester.

Every week, we would form and implement marketing strategies and make major marketing decisions. Weekly market updates and performance summary statements would show us the impact of our decisions.

As a "Type A" personality, I immediately experienced these thoughts:

- I needed more information.
- I need a textbook or flowchart that will outline the correct process.
- Will I have to lay off my digital employees if I make bad decisions?

I felt like a young robin tossed from the nest, at the mercy of natural selection. In hindsight, I realize my experience was more akin to the phenomenon of falling, only to realize I was safe in bed.

At its core, PharmaSim is a simulation designed to produce stress and anxiety without suffering any real consequences. PharmaSim accomplished this effectively.

After assessing Allround's data, I formed and implemented a marketing strategy. PharmaSim and I were developing a dynamic relationship.

Some weeks, my decisions paid off. The company – along with my ego – would grow. Weeks when I incorrectly interpreted the data, PharmaSim delivered a lesson in humility.

By semester's end, my decisions paid off. Net income increased from \$67.2 million to \$124.1 million, and market share rose from 23.4% to 27.6%.

I learned that an effective marketing strategy helps ensure that all decisions maintain a level of consistency. When confronted with multiple choices that can result in uncertain outcomes, a decision tree can provide directional clarity. In the real world, marketers do not always have a map of clear-cut decisions to make. These moments of uncertainty are when I rely on the core marketing concepts Walsh has taught me so well.

Coming Up

AUGUST

- 27 Career Fair Workshop; University Center; Room TBD; 4:30 – 5:30 p.m.
- 29 Career Fair Workshop; Troy Campus; Room 128; 4:30 – 5:30 p.m.
- 30 Career Fair Workshop; Troy Campus; Room 128; 5:30 – 6:30 p.m.

SEPTEMBER

- 12 Career Fair Workshop; Troy Campus; Room 128, 44:30 – 5:30 p.m.
- 19 2012 Fall Career Fair; Troy Campus; Rooms 111, 112, 113 & Frankel Lobby; 1 – 4 p.m.
- 22 Walsh College 90th Anniversary Homecoming; open to alumni, faculty, employees, students, and families; free; Troy Campus; noon – 4 p.m.
- 27 Job Club Interviewing; Troy Campus; Room 128; 2 – 4 p.m.
- 27 Webinar: LinkedIn 101 for Business Professionals; 12:15 – 1 p.m.
- 27 Walsh Institute: “What’s Working In Small Business Marketing?” Novi Campus; 8:30 – 11:30 a.m.

OCTOBER

- 11 Entrepreneur-YOU Business Plan Competition; Troy Campus
- 26 Webinar: Doctor of Management (DM) in Executive Leadership; 9:15 – 10 a.m.

NOVEMBER

- 8 Walsh Institute “Transitions Succession Planning Conference”; Troy Campus
- 15 Webinar: LinkedIn 201 for Business Professionals; 12:15 – 1 p.m. E.T.

Success! With Career Services’ Help, Marketing Student Lands a Paid Internship

“I recently graduated with my degree in Business Administration. With the help of the resume specialist, in-class interview practice, and Walsh job-posting database, I was able to find a good job utilizing my education within one month of graduation. I am glad I had Walsh College on my side!”

Stephanie Pierce, BBA ‘10
Inside Sales
Cablon Copper
Fiber & Cables
Troy, Michigan

After 15 applications and six interviews, I thought an internship offer would never occur. Patient and motivated, I never stopped looking.

The Walsh College Career Services staff helped with my resume, cover letter, and mock interviews. Then a call and offer came for an interview with Peterson Spring Manufacturing, a company I had never considered in my search. It is the largest independent spring manufacturer in the U.S.

The interview took place at the company headquarters. I was extremely nervous, to say the least. The people, atmosphere, and office were intimidating at first. However, I made sure to stay calm and confident, because I knew that people sense and appreciate confidence.

After an hour of questions regarding my knowledge of marketing, my work status, and qualifications, I went to the vice president’s office for another small interview.

This was a very uneasy moment, and of course, I was nervous. Thanks to my experience with Walsh and some of the best marketing professors, I had the confidence and knowledge to answer the questions he

threw at me. I walked out of that building knowing I did the very best I could, to the best of my ability.

After 24 hours, at 8:30 a.m. (I remember the exact time) I received a call. When I finally listened to the message, it was nothing but good news. Peterson was offering me a full-time marketing assistant internship position, and it was paid!

I have been in my internship since May. The business aspect of what I have achieved since then goes beyond the classroom – it is more in-depth, hands-on, and involves more motivation and discipline. Thanks to Walsh, I can apply to my internship all the skills I learned over the past four semesters and gain new ones to apply back in the classroom.

Timothy Medvedik, Candidate, BBA - Sept. ‘12

Marketing Positions Recently Posted for Walsh Students and Alumni

Current Positions

Account Executive
Marketing Director
Social Media Marketing Coordinator
Sales & Marketing Intern
Sales Development Analyst
Market Research Analyst
Part-time Marketing & Public Relations Intern
Sales Representative
Pricing Analyst
Web Marketing Manager
Marketing Coordinator
Promotions Coordinator
Client Solutions Representative

Help Wanted

To the left is a sample of positions recently posted through Walsh College Career Services by employers who are seeking Walsh students or alumni to join their organizations.

To access these positions, log into eRecruiting (accessible through walshcollege.edu.careerservices).

We encourage you to consider hiring a Walsh grad for open positions at your company. All services are free to alumni and employers. Learn more by contacting Career Services at careerservices@walshcollege.edu or call us at 248-823-1625.



Instructor Profile

Professional Background

Director of Premium Sales at Olympia Entertainment for the Detroit Red Wings, Detroit Tigers, and Fox Theatre. Previously was corporate account executive at Palace Sports & Entertainment for the Detroit Pistons and DTE Energy Music Theatre.

Education

Earned an MBA from Walsh College in 2010 and a Bachelor of Arts in Sales and Business Marketing/Management from Western Michigan University in 2005.

Principles of Instruction

Prof. Coyle has been instrumental in implementing the latest marketing curriculum at Walsh.

Q: Why did you choose to teach at Walsh?

A: I received my MBA from Walsh in 2010. Walsh's real world approach allows the curriculum to adapt faster to the ever-changing world of marketing.

Q: What do you like about teaching marketing?

A: The class is always changing. The best material comes from real-world examples because technology, the economy, and consumer behavior are changing too fast for textbooks to be relevant.

Q: How do you think Walsh students differ from students at other schools?

A: Walsh students seek a much faster transition into the business world, rather than soaking up the college experience. Having a business-focused approach from the beginning allows for faster development.

Q: How does the curriculum you teach differ from the type you learned on the way to your degree?

A: Although I believe the majority of students are more attracted to marketing/advertising topics, my class focuses much more on sales and the development of selling skills. The reality is that a large number of marketing students will find themselves in a job market comprised mostly of sales jobs, and many end up taking these jobs due to a lack of alternatives in today's job market. Even when students are in a position to interview for jobs in other business segments, they will need to sell themselves, which is a major focus of my class.

RYAN COYLE

Adjunct Professor of Sales and Marketing



Marketing Faculty

1) Joseph R. Corace

Courses: MKT 550: Managing the Marketing Function

Expertise: Marketing, Marketing Planning

2) Ryan A. Coyle

Courses: MKT 425: Sales Management

Expertise: Corporate Relations, Corporate Sales and Marketing, Management

3) Philip L. Fioravante, Ph.D.

Courses: MKT 550: Managing the Marketing Function

Expertise: General Management, International Sales & Marketing, Product Development

4) Steven M. Haener

Courses: MKT 307: Marketing Management

Expertise: Advertising, Sales Promotion, Merchandising, Product Placement, Sponsorship, Events

5) Linda M. Hagan, Ph.D.

Courses: MKT 541: Strategic Communication and Public Relations

Expertise: Leadership Communication, Public Relations, Crisis Communication, Organization-Public Relationships

6) Kayla S. LeBlanc

Courses: MKT 202: Principles of Marketing

Expertise: Marketing, Technology, Online Learning, Consulting

7) Mark S. Lee

Courses: MKT 309: Advertising and Promotional Management

Expertise: Marketing, Advertising, Promotion, Branding, Corporate Communications

8) Mike P. Levens, Ph.D.

Courses: MKT 540: Global Marketing; MKT 550: Managing the Marketing Function

Expertise: Marketing, Market Research, Consumer Behavior

9) Nicholas L. McCracken

Courses: MKT 450: Customer Relationship Management; MKT 460: Strategic Marketing

Expertise: Marketing, Advertising, Promotion, CRM

10) Top Petz

Courses: MKT 445: e-Marketing Communication

Expertise: Web Development, Multimedia Applications, Online Instruction Technology, Information Security

11) Anthony Racka

Courses: MKT 415: Consumer and Buyer Behavior

12) Rick Radners Jr., Ed.D.

Courses: MKT 435: Marketing Research

Expertise: Market Research, Statistics

13) Diane Sacra

Courses: MKT 309: Advertising and Promotional Management

Expertise: Marketing, Communications, Public Relations

14) Terri Washburn, Ph.D.

Courses: MKT 545: e-Marketing Communication

Expertise: I.T., Management, Leadership, Information Systems, Online Learning

15) Lauren Ziskie

Courses: MKT 453/553: Social Media Strategies

Expertise: Social Media Marketing, CRM



Visit walshcollege.edu/homecoming for a list of faculty attending the Troy Campus homecoming celebration.

Marketing at Walsh College

GRADUATE DEGREES

Master of Business Administration & Master of Management

You can create a career specialty with an elective in Marketing within the Walsh College MBA program. **GetEducated.com** voted the online MBA a “Best Buy.”

UNDERGRADUATE DEGREES

BBA - Marketing

The Walsh College Bachelor of Business Administration degree in Marketing (BBA-MKT) is built on the four Ps: **product**, **price**, **place** of distribution, and **promotion**. The curriculum provides an in-depth understanding of these strategies and their impact on consumers. You will also gain knowledge of the overall strategies, skills, and technology necessary to excel in the field of marketing.

These skills, coupled with a solid business background in finance, economics, accounting, management, and communication, will prepare you for jobs in a broad array of fields that include marketing research, advertising, public relations, marketing communications, Internet marketing, and sales.

GetEducated.com voted the online BBA a “Best Buy.”

walshcollege.edu/BBA-MKT

Walsh Institute

Walsh Institute (the business services division of Walsh College) offers continuing education through workshops and certificate programs. “What’s Working In Small Business Marketing?” will be held on September 27, 2012, at the Novi Campus.

For more information, visit thewalshinstitute.com/lchottopics.

Opportunities for Employment

According to the American Marketing Association, almost a third of all Americans work in marketing-related positions. Virtually every industry employs marketing specialists.

The U.S. Bureau of Labor Statistics expects marketing, advertising, and public relations opportunities to increase faster than average through 2014. College graduates with extensive experience, a high level of creativity, and strong communication skills should have the best job opportunities.

Salary Expectations

According to the National Association of Colleges and Employers, the average starting salary for bachelor’s degree graduates is \$39,269 per year. Annual compensation for marketing majors with more than six years of experience ranges from \$63,610 to \$87,640, depending on the level of responsibility and the size of the company that employs them.



Biola Okunola

BBA in Marketing, April ‘12

Scan the QR to view a short interview with Biola Okunola. Biola is from Germany and Nigeria, and she graduated from Walsh College with a Bachelor of Business Administration degree with a concentration in Marketing.



Walsh Draws on a Familiar Yellow Pad for Marketing Campaign

The yellow pad – a familiar classroom and office staple – is liberally used in the Walsh College marketing campaign on TV, radio, print, online, billboards, and the Walsh website. Perich Advertising + Design of Ann Arbor created the campaign in 2008 and completely revamped Walsh College's brand positioning.

In research leading up to the campaign, Perich discovered that what separates Walsh College from other area schools is how seriously Walsh takes the subject of business.

"It is the only thing they teach," said Perich President and Creative Director Ernie Perich. "As a result, Walsh College also tends to attract serious students."

The Walsh campaign has won multiple local and national awards since its launch, including Addy Awards from the American Advertising Federation (AAF), Higher Ed marketing association awards, IABC (International Association of Business Communicators), and Educational Advertising Awards.

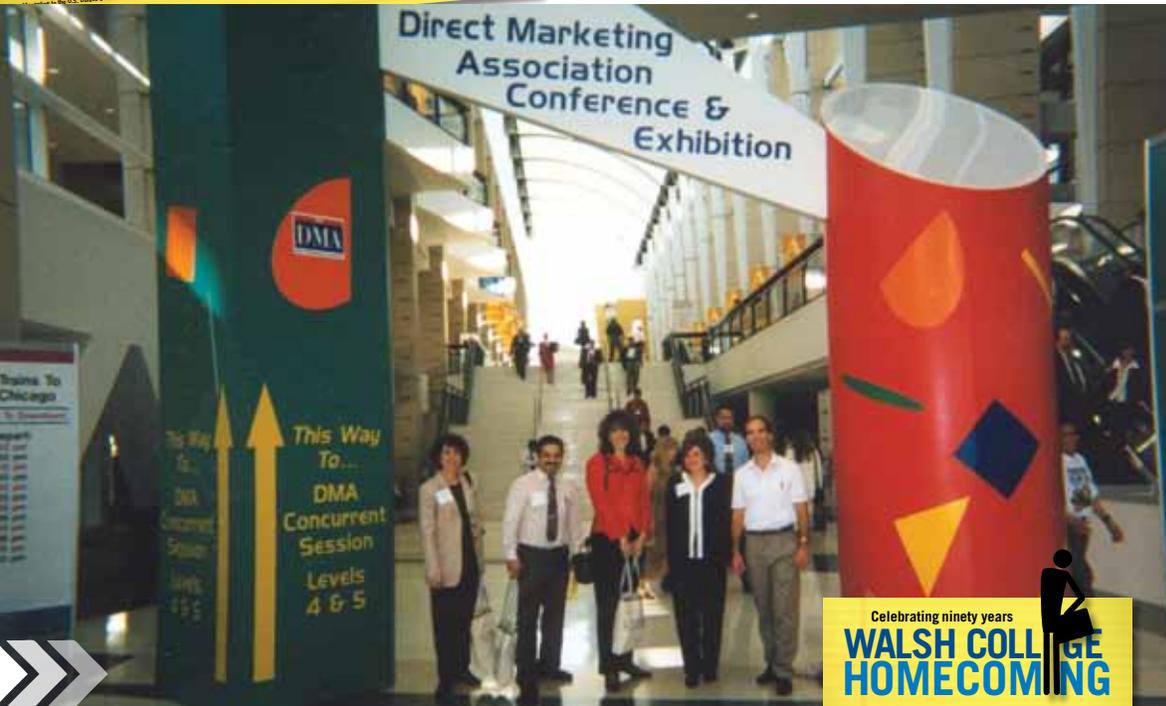
Perich Advertising + Design is a full-service advertising and design firm founded by Ernie Perich in 1987. In addition to Walsh College, clients include GM Fleet & Commercial, GM Alternative Fuels, Mitsubishi Electric, The Detroit Institute of Arts, Plante & Moran, the Grand Hotel, Miles of Gold, HCR ManorCare, and Bank of Ann Arbor.

See the campaign for yourself at www.walshcollege.edu/MarketingCampaign.

LEARN HOW TO SPEND MILLIONS OF DOLLARS OF OTHER PEOPLE'S MONEY PERSUADING OTHER PEOPLE TO DO WHAT YOU WANT THEM TO DO, WITHOUT RUNNING FOR OFFICE.

WALSH COLLEGE
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With a Walsh Marketing BBA, learn marketing research, advertising, public relations, internet marketing, and sales. Plus, we help place many marketing students in great internships. Here's more good news: Jobs in marketing, advertising and PR are predicted to increase through 2016.*



Marketing Memory

In 1997, students Robin Mocabee (BBA '98), Khalid Zaitouna (BBA '98; MSM '00), Lisa Fraga (BBA '97; MBA '01), Cynthia Gohr (BBA '98), and Larry Hudson (BBA '97) attended the Direct Marketing Association Conference & Exhibition in Chicago.

Share More Memories! Plan to attend the Walsh College 90th Anniversary Homecoming on Sept. 22, 2012, from 12 - 4 p.m. at the Troy campus.

walshcollege.edu/homecoming



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Congratulations, Cameron Walters!
BBA-MKT student Cameron Walters named this newsletter.
Cameron is a marketing/PR intern in the Walsh College Marketing Department.

The **Marketing Mix**

Summer 2012

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WALSH COLLEGE
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