Greetings from the Marketing Department!

I hope this message finds you doing well in both your professional and personal lives. It is with mixed emotion that I write my last newsletter as I will be retiring this summer. On one hand I am excited about the possibility of living a life in which I don’t have to “plan” anything. At the same time, I fear the loss of not regularly coming to a department that I’ve called “home” for the past 34 years. I will miss faculty, staff and students in both the department and the College.

In this newsletter I will share with you exciting news on student, alumni, and faculty success stories and the major department physical renovation. After a combination of more than 80 years teaching at BGSU, three faculty members - Dr. Mark Bennion, Mr. Jeff Bryden, and myself - are scheduled to retire this summer. We are gaining one new assistant professor. The department has recruited Dr. Fei L. Weisstein as a new assistant professor starting fall semester. Dr. Weisstein received her Ph. D. from the University of Illinois at Urbana-Champaign. Additionally, the department is also in the process of recruiting a new department chair to replace me.

I would also like to share news of our faculty honors and recognition. Adding to his long list of accomplishments, Dr. Dwayne Gremier was presented the 2014 Christopher Lovelock Career Contribution Award, given annually by the American Marketing Association’s Services Marketing Special Interest Group (SERVSIG). This is the highest award presented in the field of services marketing.

Furthermore, two of the marketing department’s faculty - Dr. Gene Poor, Hamilton Endowed Professor of Entrepreneurial Leadership, and Kirk D. Kern, Director of the Dallas-Hamilton Center for Entrepreneurial Leadership - held a breakout session at the Global Consortium for Entrepreneurship Center (GCEC) international conference in London discussing the College’s highly successful Hatch program. BGSU’s Hatch program is one of the only programs in the USA to actually fund student businesses with alumni investment.

In our last newsletter, I remarked, “I am anxiously waiting for the good news to come from our student teams’ performance in … annual AMA International Collegiate Conference in New Orleans…” Good news, indeed, arrived! Under the coaching of Mearl Sutton, and the leadership of May 2014 graduate Kevin Cowgill, the AMA BGSU student chapter won a Bronze Chapter award in 2014, which places BGSU in the top 16 of 351 Collegiate AMA chapters. Additionally, AMA won Excellence in Marketing Week Activities, the highest honor for all 351 competing chapters in that category.

Finally, in this issue you will read about our department’s recent efforts to “spruce up” the image of the department in an effort to enhance our recruitment of prospective students. I appointed a servicescape committee, headed by Jeff Bryden, to spearhead the project. As part of the physical enhancement, the committee has repainted the hallways, added new signage and hung dozens and dozens of pictures along our department hallways arranged in the following categories: “Active and Accomplished Faculty,” “Companies Support our Students,” “We Launch Marketing Careers,” “Our Students Succeed,” “Internationally Recognized AMA,” and “Honors and Awards.”

In closing, as a part of our image defining process, I have ordered the words “Inspire, Connect, Succeed” to be placed on the wall outside our department office as my departing inspiration for the department. The words apply equally well to you, our valuable alumni. Your success and career experience can help us to further inspire our students. You can also help us connect our students with your companies. And you can also be instrumental in helping students to succeed in their career pursuits. Any funding from you or your company that could further support student scholarships, student organizations and faculty research-related activity would be greatly appreciated. We also have a wall of company logos for sponsors of our marketing programs. We’d like to add yours to the wall.

Please attend our upcoming annual Marketing Alumni Days (April 2 & 3) by contacting with Christine Seiler, Associate Director of the Services Marketing Institute, by March 27. You can also read about the College of Business news by visiting the website: bgsu.edu/business.

We are looking forward to hearing from you.

Bob Wu, Chair
Winners of the BGSU Sales Competition Are Announced

The top three winners of the 2014 BGSU Sales Competition were announced at the Sales Awards Banquet held in the Bowen-Thompson Student Union. Traditionally, the BGSU Sales Competition has been highly competitive, but this year the competition was especially fierce with first and second place winners’ scores separated by two-tenths of a point. Winning the competition was Andrew Ludwig, a marketing student, with Amy Wolf, who is specializing in sales and services marketing, earning second place. These two students win an automatic berth to the National Collegiate Sales Competition (NCSC) in April. John Rich, majoring in liberal studies, captured third place but is unable to serve as an alternate since he accepted a position with the Williams Scotsman company in Texas as a result of his successful sales competition performance. Jessica Miller and Angela Lucarelli are serving as the alternates for NCSC.

In September, 15 students, one of the largest groups of students, were selected to compete in this year’s competition which is hosted by the Department of Marketing’s Service Marketing Institute. In October, each finalist recorded a 15-minute sales role-play based on a case that had students portraying a salesperson for Marathon Petroleum Company selling the Coca-Cola Freestyle Program to the owner of a gas station/convenience store. The soda program features a fountain dispenser which offers over 100 different Coca-Cola options.

Representatives from the sales competition’s presenting sponsor, Marathon Petroleum Company, along with representatives from 14 other company sponsors, viewed the fifteen recordings and evaluated them. Marketing department lecturer, Ms. Patti Hanna-Garlitz, served as the faculty judge.

The BGSU Sales Competition and the Sales Award Banquet are organized by Ms. Christine Seiler, associate director of the Service Marketing Institute, and she serves as the sales team coach.

If you or your company are interested in supporting the annual sales competition, please contact Christine Seiler (cseiler@bgsu.edu).

BGSU Students Excel at Regional Sales Competition; Impress Employers

Through the College of Business, students have great opportunities to prepare for their business careers. One of those opportunities is competing in sales competitions. These competitions not only help students sharpen their sales skills, but it also helps provide them with employment possibilities after graduation.

Three BGSU students - Jane Swartz, Ashley Holzwart, and Andrew Kahl - competed in the University of Wisconsin Eau Claire Great Northwoods Sales Warm-Up. Swartz (in the center of photo right) was the BGSU School Champion and finished #10 out of 60 students from 20 universities who competed.

Because of their performances at the competition, Swartz was invited to continue the job interviewing process with Graybar in St Louis, where she accepted a position after graduation. Holzwart flew to Hormel’s headquarters in Austin, Texas, and accepted a position for that company in Memphis, TN.

The BGSU sales coach is Ms. Christine Seiler, marketing department instructor, who helps prepare students to participate in regional and national sales competitions. She praises the three BGSU students for their performances at Wisconsin Eau Claire. “It was a great experience and the students represented themselves and BGSU extremely well!”
BGSU marketing students had a lot to celebrate following the American Marketing Association International Collegiate Conference held in New Orleans. Through the hard work of the BGSU students, they earned Bronze chapter status that places the University’s chapter among the top 16 out of 351 chapters in the world.

The chapter was rated as “outstanding” in all six functional areas that include Chapter Planning, Professional Development, Fundraising, Community Service, Membership, and Communications. Several members of the chapter, along with faculty advisor, Mearl Sutton, received their awards during the conference.

In addition to the Bronze award, the BGSU chapter of AMA won Excellence for its Marketing Week Activities, which according to the chapter’s former president and 2014 graduate, Kevin Cowgill, this is “the highest honor for all competing chapters in that particular category.”

We are waiting for the 2015 results in April. Dr. Doug Ewing has assisted AMA with a case project as part of the organization’s submission this year.

Alumnus Teams Up with Marketing Student to Launch Nonprofit Rec Sports Organization

Athletic teams are often defined by their ability to come together to achieve a goal. The “rally cap” has become a symbol used in a variety of sports to encapsulate that powerful camaraderie. Teammates, coaches and fans join together in turning their hats inside out to spark a come-from-behind victory. A non-profit organization called RallyCap Sports, founded in New Jersey, is using this unique symbol to represent its goal of helping people with disabilities participate in sports in order to bring a community together and foster an environment of “together we rally.”

This passionate spirit to help people with disabilities is coming to Bowling Green through a collaborative effort between BGSU alum Paul Hooker ’75, founder of the nonprofit, and senior marketing student Luke Sims. The two launched a RallyCap Sports program here on campus with a kickoff in October at the BGSU Perry Field House.

RallyCap Sports is a recreational sports program that provides people with disabilities an opportunity to participate in sports, such as soccer, basketball, golf, and flag football. Each participant is paired up with a volunteer “buddy” for one-on-one interaction that fosters an environment for positive reinforcement and inclusion.

Hooker came up with the idea of this nonprofit as he was coaching a Little League team in 1990. He asked a young girl in a wheelchair how she was doing as she watched her brother’s game. Her two-word answer - “This stinks” - resonated with Hooker. Soon after, he and his wife, Margo, started the Challenger Little League program in Middletown, N.J. They now also run Challenger soccer, basketball and tennis programs, with children participating from 20 towns. Originally founded as Challenged Youth Sports the name has taken on a revamped focus and has been changed to RallyCap Sports. The new name symbolizes the vision of this organization to see a community “rally together.”

The idea to expand RallyCap Sports outside of New Jersey came after Hooker sold his highly successful linen company SFERRA and then approached College of Business Dean Ray Braun to team up with a student. Luke Sims was chosen. “I saw this as a great opportunity to bring a community together for one common goal”, states Sims. “It seemed to pair well with some of the logistics as BGSU has a vibrant volunteer population as well as highly accessible facilities.”

Sims adds, “Our society is so consumed with creating for-profit businesses, but there is room for social entrepreneurship too. I have developed a passion for this population, and it has been great to work with Paul, the dean, professors, and coaches on making this organization a success at BGSU. Our hope is to create a thriving organization that we will be able to help duplicate at universities across the nation.”

The senior business student who is specializing in marketing and entrepreneurship admits that before being approached about this opportunity, he wasn’t sure what direction his career would take. But Hooker gave him “a great opportunity to be passionate about something that truly makes a difference in the lives of people with disabilities. It has been life changing for me,” states Sims.
Winners of SMI Service Blueprint Student Competition Announced

Learning about service marketing goes beyond the typical classroom materials. Dr. Dwayne Gremler's Service Marketing course (MKT 4050) requires teams of students to go out into the local community and find a services-oriented business or organization to study customer and employee interactions. Then the students prepare a detailed service blueprint as a graded assignment and winners are selected by Dr. Gremler.

This fall, the classroom competition expanded to include the BGSU Service Marketing Institute (SMI) which organized the competition, moved it to the Bowen-Thompson Student Union and lined up judges. The top four service blueprint teams were selected in early November and those teams competed in the first SMI Service Blueprint Competition. The teams had 10 minutes to present the highlights of their service blueprints and service improvement recommendations to a panel of judges.

The winning team included Lindsay Garwood, Toni Iverson, Rebecca Hartman, Maria Buettner and Jane Swartz who performed a service blueprint analysis on the BGSU Campus Tour Service. They are pictured with Dr. Gremler.

This service blueprint assignment allows students to demonstrate an understanding of the blueprint concepts from class and the ability to apply them. Students were required to visit the business/organization they chose to visually capture the different steps (customer or employee actions) of the service delivery process and the various components of physical evidence that customers experience.

Judges for the competition included representatives from companies which sponsor the BGSU sales program. They included Adam Maidment, Marathon Petroleum Co.; Alisha Roberts, Quicken Loans; Jerry Foy, Liberty Mutual; Morgan Deaton, Total Quality Logistics (TQL); and Dash Yost, Tom James Company.

This inaugural competition was organized by SMI associate director Ms. Christine Seiler.

Co-ops Provide Students with Valuable Experience and Better Chances of a Job After Graduation

A business education at BGSU goes beyond traditional classroom learning. It is interactive teaching, experiential learning, and engagement through extracurricular activities. The business program encourages students to participate in internships and co-ops to not only provide hands-on experience that develops a student's professional career, but it enhances the marketability of students to employers after graduation.

More than 75% of our business students participate in at least one internship during their college education, and many of these companies offer their interns a full-time position after graduation.

Andrew Ludwig, a marketing student in the Class of 2016 and winner of the 2014 BGSU Sales Competition, provides a narrative of his valuable eight-month co-op experience.

I worked as a co-op at Bendix Commercial Vehicle Systems during the spring and summer of 2014. I took a semester off so I could take advantage of this opportunity, and it was one of the best decisions of my college career. I know that the connections that I made at Bendix will help me advance my career after I graduate from Bowling Green State University.

In a rotational co-op position at Bendix, I spent half of my time in the Sales Operations Department and the other half of my co-op in the Marketing Department. I was able to go out into industry and apply what I learned at BGSU. I was involved in many different activities, ranging from running reports in SAP and working with company metrics data, to directing a film crew to produce new marketing materials for Bendix. My favorite part of the co-op was that I was able to get sales experience in the real world. I traveled with a sales representative from Bendix for one day and I helped lead a product training seminar at a trailer manufacturer.

I would recommend that all students try to complete an internship or co-op during their college career. The experiences that I had at Bendix solidified my goal of becoming a technical salesperson after graduation. BGSU has lots of resources to help students obtain internships, and I was able to work at Bendix because of the connection that I made with a recruiter at the BGSU EXPO Job and Internship Fair.
Students Run Record Labels to Learn Marketing Principles as Class Project

“I had so much fun and wish all courses had projects like this!” said BGSU junior Emma Sales. She was referencing the marketing class project where students launched their own record label. This was part of Dr. Greg Rich’s Introduction to Marketing (MKT 3000) course last spring.

The 110 students (in two sections of the course) were divided into 21 teams that each operated a record label for 30 days with the help of Sponstour Music Experience. A representative of Sponstour, Ryan Williams, from Nashville, worked closely with Dr. Rich and the students throughout the project.

For each student team, the first steps were to choose a record label name, design a company logo, and assign jobs to each group member. The jobs included CEO, chief marketing officer, A&R manager, and street team leader.

The next step was to sign a band by choosing among 15 musical acts from a variety of genres. These were actual, up-and-coming music acts that had agreed to be a part of this project.

One of the top performing student teams from Dr. Rich’s class was Rustic Records, which promoted the band Pawn Shop Kings. These students created a video that introduced their record label to the world. And like the rest of the students, they executed marketing plans that utilized the power of social media — especially Facebook, Twitter, Instagram, Vine and Youtube — and set up promotional sites and blogs to generate online discussion, page visits, music downloads, “likes” and followers. They also organized focus groups and community events, posted flyers throughout campus, and created news releases and artist one-sheets.

Dr. Rich said that he was happy with how the project went, and felt that it was a good fit for the course. He added, “I was generally pleased with how hard the students worked. In fact, of the 10 or so universities that participated in this venture, we were told that BGSU was arguably the top performing school! The Sponstour people were extremely impressed with our students.”

According to Rustic Records’s CEO, Caitlyn Menicucci, “My favorite part of the Sponstour Music Project was the hands-on element and how well it correlated with the lecture materials. Additionally, I enjoyed getting to be a self-starter and figure out what works and what doesn’t. Being paired with other students who were willing to try, communicate, and have fun with the project made it even more worthwhile. Plus, I found some great music to add to my iTunes collection in the process.”

Marketing Course Helps Prepare Students for Employer Job Interviews

The College of Business curriculum goes beyond the traditional classroom experience. Each semester students enrolled in the Introduction to Marketing (MKT 2010) course learn how to “sell” themselves with a two-minute “elevator pitch” to role-playing business employers in an event called Speed Interviews. This event is the highlight of the course which teaches students how to “package” themselves much like the concepts they learn through the course in marketing a product. They move from employer to employer after their two-minute pitch and three-minute employer feedback.

Top three winners - Fall 2014. Matthew Smith, Emily Springsteel, and Joseph Dipofi.

New company participants in the fall included the following: Cedar Fair Entertainment, Endevis, Fastenal, ManPower Group (MGS – Dana Holding Corporation), Quicken Loans, Swagelok, and Thomson Reuters

Winners from Spring 2014 included Christina Green, Katia Jurkiw, and Lauren Diehl

Twenty judges from 13 different companies came to campus in April to assist our students with their job interview preparations. Companies included:

- Brown & Brown Insurance
- Cardinal Staffing Services
- Coca-Cola
- Ernst & Young
- Hanson Aggregates
- Howard Hanna
- MassMutual Financial Group
- New York Life
- Northwestern Mutual
- OtterBase
- Skylight Financial
- TQL
- Verizon Wireless
From the ball diamond at Bowling Green State University to one of the major “gems” of advertising agencies in New York City, Chris Miller took his marketing degree, along with strong perseverance, and networked his way to finding his “dream job” in the Big Apple with some help from BGSU marketing faculty members. The 2014 College of Business graduate and former Falcon pitcher was determined to find an advertising job in New York City. He credits his job acquisition at one of the most respected advertising agencies, Publicis Kaplan Thaler (PKT), to reaching out and connecting with people, including BGSU alumni.

Publicis Kaplan Thaler is part of Publicis Worldwide, a world leader in advertising with the NYC branch being the largest office in North America, contracting with high-powered clients such as P & G, Citi, AFLAC, Wendy’s, Nestle, and L’Oreal.

According to Miller, “Networking is the ONLY reason I was able to land a job in New York. A year before graduation I started reaching out to anyone I could find who might know someone in New York. I blindly reached out to people on LinkedIn and also asked BGSU marketing department professors Jeff Bryden and Mearl Sutton if they knew anyone as well.”

Miller continues, “Professor Bryden put me in contact with a BGSU alum who introduced me to my biggest mentor to date. This woman is a brand consultant in NYC for clients ranging from major corporations to startups. I was able to help her conduct research for a few projects, and she put me in contact with many people who work in advertising.”

The 2014 grad also got assistance from Sutton, who connected Miller with one of his former colleagues in Virginia. After an elaborate series of phone conversations with several different people, Miller was put in contact with an account director at Publicis Kaplan Thaler in NYC. “I would not have my job at PKT today if it weren’t for this crazy chain of connections.”

Bryden states, “Not all case histories turn out with the serendipity of Chris Miller’s search. He put a lot of time and energy and personal moxie into his search. Mearl and I were merely the ‘catalysts’ in his occupational equation.”

Miller is an assistant account executive (AAE) at PKT working on the Wendy’s account. “As an AAE, my overarching role is to help coordinate the communication of campaign strategies between the Wendy’s marketing team (located in Dublin, OH) and the creative and production teams here at PKT. I also conduct weekly competitive analysis reports and social media listening, and assist in preparation for both internal meetings and creative reviews with the client.”

While attending BGSU, Miller was a pitcher for the varsity men’s baseball team which captured the Mid-American Conference title in 2013.

Marketing Alumni Days Connect Successful Graduates with Current Students

We welcomed back dozens of marketing department alumni over a two-day period last April. These alumni had the opportunity to present their career advice and experiences to students in the classrooms as well as network with students.

BGSU President Mary Ellen Mazey attended the marketing alumni dinner held at the Mileti Alumni Center and spoke with the University graduates.

In conjunction with Marketing Alumni Days, the student chapter of the American Marketing Association hosted the 1984 Championship Alumni Panel. These marketing alums celebrated the 30-year anniversary when the BGSU AMA chapter received the top overall chapter in the world award at the AMA International Collegiate Conference.

Those 1984 alumni who attended Marketing Alumni Days included Lynn Hoffman, Terrence “TJ” Wurzel, James McGuire, and Joe Gottron. They posed with Marketing Department Chair Bob Wu, current AMA faculty advisor, Mearl Sutton, student AMA president in the spring Kevin Cowgill, and Dean Ray Braun.

Mark your calendars for this year’s event! Marketing Alumni Days 2015 is scheduled for April 2 and 3. Marketing alumni will have the opportunity to present in the marketing department classrooms and network with current students.

If you are interested in attending April’s event, please contact Christine Seiler at cseiler@bgsu.edu before March 27. Please join us!
It's not easy for high school graduates to transition into the new environment of college, being away from home and family, so BGSU's College of Business initiated the Peer Leader Program to help first-year students with this transition. Kristen Brotzki, a faculty member in the marketing department, is the advisor for this group of 30 business students selected as Peer Leaders.

After eight hours of mentorship and leadership training taught by marketing department faculty member Mearl Sutton, these Peer Leaders were given approximately 15 incoming freshmen to stay in contact with throughout the summer and into the academic year. The Peer Leader's role is to provide information about BGSU and the College, to refer students to appropriate people and campus resources, and to help new students by sharing their own personal experiences. Peer Leaders also encourage new students to get involved and take advantage of the many academic, professional, and social opportunities in the College and at the University.

The application process for fall 2015 has been completed and a new group of Peer Leaders were selected and will be trained in March.
Dr. Dwayne Gremler Recognized with Most Prestigious Honor in Services Marketing

Internationally renowned and recognized as an Outstanding Marketing Teacher by the Academy of Marketing Science, a Master Teacher by the Marketing Management Association, and named a Fulbright Scholar, Dr. Dwayne Gremler has added another prestigious award to his list of honors. Dr. Gremler, Professor of Marketing, was presented the 2014 Christopher Lovelock Career Contributions Award given annually by the American Marketing Association's Services Marketing Special Interest Group (SERVSIG). According to SERVSIG, this international award is given to “the individual whose teaching, research, and service have had the greatest long-term impact on the development of the services discipline.” This is the highest award presented in the field of services marketing.

Dr. Bob Wu is chair of the BGSU marketing department and praised the selection. “Dr. Gremler's honor is well deserved and represents an affirmation by his peers worldwide of the excellence of his teaching, research, and service in services marketing. Students, particularly sales and services marketing specialization students, are very fortunate to be taught and advised by such a services marketing guru.”

An example of Dr. Gremler's impact in the services marketing field is evident by an article he co-authored which identified him as one of the most influential scholars in the past 40 years. His article, “Relational Benefits in Services Industries: The Customer’s Perspective,” is the 7th most cited article in the 40-year history of the Journal of the Academy of Marketing Science.

Entrepreneurship Faculty Present at International Conference

One of the world's largest conferences of university-based entrepreneurship centers was held in London and two BGSU business faculty from the marketing department presented the success story of the Dallas-Hamilton Center for Entrepreneurial Leadership. Kirk D. Kern, Director of the Dallas-Hamilton Center and Dr. Gene Poor, Hamilton Professor of Entrepreneurship, presented an engaging case study called “Resurrecting a Dormant Entrepreneurial Center.” The two faculty members, held a 60-minute interactive breakout session to a room full of conference attendees. They described how a change in culture through engagement and co-curricular activities within the College of Business turned the dormant center into a vibrant hub for students and alumni in just two years.

The Global Consortium for Entrepreneurship Centers (GCEC) international conference spotlights a limited number of entrepreneurial centers each year. More than 200 university-based entrepreneurship centers are members of GCEC including Harvard, Babson, Cornell, Georgetown, Indiana, UC-Berkeley, UNC- Chapel Hill and University of Wisconsin.

One BGSU program in particular that Professors Poor and Kern highlighted at the conference was the highly successful Hatch program. This unique opportunity provides BGSU students with a chance to launch their business by pitching their idea to investors. The Hatch™ is the College of Business’s version of the hit television show “Shark Tank.” Over the past two years, thirteen student entrepreneurs received investor support. According to Kern, “Our attendees had never seen a program like The Hatch™. They were amazed at how comprehensive the program is and the high quality outcomes we have achieved. By the end of the day, the ‘buzz’ factor from our attendees was soaring amongst the convention.”
It’s been a Long and Enjoyable Journey

Written by Jeff Bryden, Lecturer

I’m ending sixteen years of teaching here at my alma mater (interrupted by a one-year sojourn at Miami Dade College in 2006-2007). I’ve had the privilege to emulate what my BGSU mentor, the late Dr. Maurice Mandell, did for me: Blend on-the-job advertising industry practice and experience with academic concepts and theory, preparing students for success in the marketing promotions industry.

Along the way, I’ve learned a lot too – it does work both ways. I witnessed and worked with many talented colleagues who work long hours developing new, exciting, learning techniques to increase student interest, participation and outcomes. I’ve learned, also, from former students who, through the magic of e-mail and on-line forums like LinkedIn, continue to share stories of their success, network with each other, and often serve as mentors for recent graduates seeking employment.

I briefly thought about estimating how many students I’ve come in contact with over my years here — but estimate it’s only 8000 or so… pretty small when compared to my fellow retirees (Bob Wu and Mark Bennion.)

But I did put pencil to paper (remember those tools?) to estimate my commuting. When I began teaching here in 1997, Joan and I left Cleveland and moved into our summer home in Port Clinton — much closer I thought — only a 55-mile drive each way. (My 11-mile commute to downtown Cleveland often took just as long.)

So driving this 110-mile round trip for at least three days a week, for two 15-week semesters per year for 16 years, and 4 days a week for 6 summer school sessions for 8 years adds up to… 179,520 miles. Wow. Geography majors will remember that the circumference of the earth is 24,900 miles.

I’m not sure my teaching years at BGSU have made a world of difference to my students… but I’ve literally “circled the world” over 7 times to help make it so.

Farewell for now; I’ll stay in touch.

We Practice What We Preach!

Services marketing has become one of our most sought-after and meaningful curricula in the marketing department. Not just because we have talented faculty, but because America has become a service-driven economy. One of the things taught in our classes is emphasis on “Servicscape.” According to world renowned expert Dr. Dwayne Gremler’s textbook, Services Marketing: Integrating Customer Focus Across the Firm, servicescape is “all aspects of the organization’s physical facility as well as other forms of tangible communication.” Servicscape can include facility exterior and interior elements such as signage, interior design, and layout.

Our department interfaces daily with hundreds of students and regularly with prospective students and parents on “tour” in the CBA. So this year we undertook a “revamp, refreshment and revitalization” of our public areas.

We “personalized” each faculty office with “candid” photos of the occupant next to the door. We repainted hallways, and better identified ourselves with new signage. We created “thematic” areas – placing dozens upon dozens of pictures of students, faculty, employers, awards and competition on the walls. Pictures do speak louder than words, so here are a few views of our new halls. A personal visit will let you see us in all our beauty!