Greetings from the marketing department! I hope this message finds you doing well in both your professional and personal life. In this newsletter you will find exciting news on department personnel, student success, and many other events and activities.

In recent years, the department has experienced several personnel changes. After successfully serving as the chair of the department for four years, Dr. Greg Rich stepped down to pursue more fully his favorite activities of teaching and academic research. Dr. Earl Boatwright took over as the chair for one year before he retired in 2012. I was then “recycled” and once again serve as the chair of the department.

The department also added three new assistant professors: Dr. Jeff Meyer, Dr. Doug Ewing and Dr. Steve Koppitsch whom you’ll read about later. Dr. Susan Kleine was tapped to serve as the Associate Vice Provost for the university undergraduate programs. On a College level, we have a new Dean, Raymond Braun, and two new associate deans: Dr. John Hoag, senior Associate Dean, and Dr. Herb McGrath, Associate Dean.

Thanks to Dr. David Reid, Dr. Susan Kleine, and Dr. Mark Bennion’s collective efforts, the department launched a new specialization, Sales and Services Marketing, to reflect both the U.S.’s continuing shift from a manufacturing-based economy to a service-based economy, and the department’s increased strength in sales.

Additionally, to give students a practical experience of managing a real-world research project, the department has offered students a special studies course in marketing called College Student Insights (CSI). You’ll read about their recent hands-on real-world experience later in this issue.

Along with the introduction of the new specialization, the department also appointed Dr. David Reid as Director and Ms. Christine Seiler as Associate Director and re-branded the “Institute for Excellence in Services” as the “Service Marketing Institute” (SMI). As a part of the rebranding efforts, SMI continued to participate in national and regional sales competition, launched the first Marketing Department Alumni Day in 2013, and held the first National Services Marketing Case Competition this year. And, as you’ll read in this issue, the BG team, coached by Dr. Dwayne Gremler, won first place. A great way to start!

Under the coaching of Mr. Mearl Sutton, the AMA student chapter leadership has maintained the BGSU AMA student chapter as a very dynamic student organization.

I am anxiously waiting for the good news to come from our student teams’ performance in the National Collegiate Sales Competition in Atlanta (coached by Ms. Seiler) in March and annual AMA International Collegiate Conference in New Orleans (coached by Mr. Sutton) in April.

In closing, you’ll read later about our scholarship funding – which has grown over the years but is never enough to reward and support our many gifted students. Any funding from you or your company to support student scholarships, student organizations, and faculty research activity is greatly appreciated.

Let us hear from you? You’ll read all about us in this newsletter… we’d love to know what you’ve been doing! Have something significant that you’d like to share with us and your fellow alumni? Such as job promotions, new career paths?

Simply email (bwu@bgsu.edu) or fill out the form on the last page of this newsletter and send it to the department: Department of Marketing, BA 234, Bowling Green State University, Bowling Green, OH 43403.

You may also be interested in news from the College of Business. Please visit our website: bgsu.edu/business.

We are looking forward to hearing from you.

Bob Wu, Chair

Chair’s Message

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SPECIALIZATIONS - DEPARTMENT OF MARKETING

Growing Number of Students
Fall 2012 - Spring 2014
The first and only service marketing competition in the country was hosted on campus February 13-15 by BGSU’s Service Marketing Institute (SMI). Seven universities competed in a series of three intense service marketing rounds: Service Blueprint, Service Recovery, and Customer Complaint. First place went to BGSU’s team of Kelsey Aufdencamp, Tori Etts, Ashley Flanigan, and Michelle Terry. They were coached by Dr. Dwayne Gremler, professor of marketing.

Second place went to Kent State University and the University of Toledo earned third. The individual winner of the Customer Complaint Round went to Shayan Hart of Kent State who was presented her award by Dr. David Reid, director of SMI and Christine Seiler, associate director.

Teams worked on problems given by sponsoring companies. During the competition, students were judged by executives from sponsoring companies and other executives from service-based firms as well as faculty from around the country with expertise in service marketing. Teams with the three highest combined scores after the three rounds then competed in the championship round on Saturday. During the championship round, team point totals were reset to zero and the students presented their service blueprints, along with their recommendations on how to improve the overall customer service experience. They responded to questions from executives from the sponsoring companies and other faculty judges.

Participating teams came from as far away as Virginia, Canada, and Texas. David Rose, team coach for Wilfred Laurier University from Canada said this was an “excellent experience.” It was very well organized and he was impressed with the schools and the coaches. Rose added that it was good to have sponsors like Speedway part of the competition. Having the sponsors provide the case scenarios made the competition a good experience.

The team from Kent State University echoed Rose’s positive comments about the competition. They were impressed with the talent and said the competition was well organized and ran smoothly.

Ms. Christine Seiler, associate director of SMI, along with its director, Dr. David Reid, organized the competition. “It was so exciting to have these 7 universities on campus participating in this event. The overall work quality that these teams presented was just amazing.” Ms. Seiler also stated, “The corporate sponsors were extremely pleased with the experience. They enjoyed getting to meet and recruit the student competitors for their respective organizations, and they were impressed with how well the students did, given that this was the first competition of this kind.”

Special thanks go to the competition’s sponsors.

**Patron Sponsor:**
Garage Management Company

**Leaders Sponsor:**
Brown & Brown
Speedway
TQL

**Supporting Sponsors:**
Huntington Insurance
Marathon Petroleum Company
MultiView
Quicken Loans
Thomson Reuters
Tom James Company

Not only is this competition the only one of its kind, BGSU is one of the few schools in the U.S. with a dedicated specialization in sales and services marketing.
The United States has seen a dramatic shift to a service-based economy vs. one centered on product manufacturing. Today, nearly half of the Fortune 500 companies are considered service-based. In keeping with this dynamic shift in our economy, BGSU’s Department of Marketing has addressed this change and created a unique specialization focused on sales and services marketing in addition to the traditional marketing specialization. In its first semester of existence, 27 students have already declared sales and services marketing as their specialization.

This new specialization prepares students for successful careers in the highly expanding service-based business industry, including sales roles in insurance, finance, and professional services. BGSU is one of only three AACSB-accredited universities in the country with an undergraduate program focusing on services or service marketing, according to Dr. David Reid, director of the Service Marketing Institute at BGSU.

Students in the program specialize in sales & services marketing as part of their Bachelor of Science in Business Administration program. Students complete three foundation courses in professional selling, services marketing, and buyer behavior; three electives; a required sales or services marketing internship; and an applied capstone experience in either services marketing or professional selling.

A name change and new leadership for the College’s marketing institute brings a new push to promote BGSU’s elite position in the services marketing and service sales field. The Department of Marketing’s Institute for Excellence in Services changed its name in 2013 to the Service Marketing Institute (SMI). BGSU has one of only six centers or institutes in the U.S. devoted to services/services marketing. Our SMI is among the leaders to providing engagement, learning, and growth opportunities among industry, students, and faculty.

SMI’s goals include expanding and enhancing students’ ability to excel in marketing and sales positions in the services industry and to create a collaborative forum for engaging the business community and alumni in advancing business practices at their firms. It launched the nation’s first National Service Marketing Competition this year.

Seiler has been the BGSU sales team coach for many years and was the coach when BGSU’s team captured the National Collegiate Sales Competition Championship in 2010. She is also an instructor in the Department of Marketing teaching sales courses.

The new specialization leverages faculty strengths both in professional sales and in services marketing, a unique set of advanced courses in services marketing, collaboration with other College of Business departments, and synergies with the BGSU Service Marketing Institute. Additional collaborations support the program including the Dean’s Office, the BGSU Career Center, advisors in the Office of Undergraduate Student Development, the department’s Marketing Advisory Council, alumni, and prospective employers.

Visit the Service Marketing Institute’s website, bgsu.edu/servicemarketinginstitute to learn more about the Institute and its advisory board members.

Marketing Department Scholarships

The department is pleased to have awarded more than $32,000 in scholarships to nearly 50 students between 2012 – 2014. Thanks to our generous supporters!
Student Successes

Students Compete in Sales Competitions This Fall; BGSU Winners Go to Nationals

BGSU has a decade-long tradition of excelling at sales competitions and has achieved the fourth best record of universities competing in the National Collegiate Sales Competition (NCSC). In order to improve their sales skills and prepare for NCSC, our students compete in regional competitions. This fall, our students participated in several regional sales competitions, including a new one – William Paterson University-Russ Berrie Institute (RBI) for Professional Sales in New Jersey.

Five BGSU students participated in the Ball State University Sales Competition in early October which is designed to be a developmental competition. There were no school rankings, however, a winner was chosen from each of the seven competing schools based on their role-play scores. Eric Ross, a marketing senior, earned the highest BGSU score and received a check for $200. At the University of Wisconsin-Eau Claire competition, Ross was our school champion and placed 15th out of 60 competitors. Victoria Etts and Steve Famiano placed 23rd and 24th, respectively.

In mid-November, students Samantha Farley and Craig Shaffer traveled to New Jersey to compete in the William Paterson-RBI National Sales Challenge. It consisted of two events – the sales call role-play and the speed selling. Approximately 40 colleges and universities participated in this event. It was the first time that BGSU sent a team to compete.

BGSU student Alecia Hitchman was among the top three finalists at the Great Northwoods Sales Warm-Up Competition held in the fall at the University of Wisconsin-Eau Claire. She went onto the championship round, and earned the second runner-up title among 48 students. Alicia’s final third place finish earned her $750 and a trophy.

Fellow BGSU student Jacob West also performed well at the Warm-Up Competition, taking home the BGSU school champion award and receiving $150 and a trophy.

The most anticipated sales competition among our students is the BGSU Sales Competition where students record a 15-minute sales role play and the top two winners go on to the prestigious national sales competition in the spring. Eric Ross was the winner, junior communications student Ashley Holzwart earned second place and senior Samantha Farley, specializing in sales and services marketing, placed third.

BGSU students work closely with sales coach Ms. Christine Seiler, instructor of marketing and associate director of the BGSU Service Marketing Institute, to sharpen their sales skills for competitions.

BGAMA Captures ‘Outstanding Chapter’ National Award

For the eighth consecutive year, our student chapter of the American Marketing Association (AMA) captured a national award at the annual conference. The chapter received an award for “Outstanding Chapter Communications” which was presented at the conference in New Orleans in 2013.

Students attending the conference also made a presentation on the chapter’s professional development efforts over the past year, which included workshops on resumes, “The Hiring Game,” LinkedIn, and ePortfolios. The chapter also made professional development trips to Cleveland and the Institution of Sales Leader’s Program.

It was a valuable experience for the students who attended this national conference. They were able to network with fellow collegians as well as hear from two notable keynote speakers: Nate Riggs, the Director of Social Business at The Karcher Group and Jeffrey Hayzlett, best-selling author of the book “Running The Gauntlet.”

Shown here are students (right to left): Chapter VP of Fundraising Eric Rayner; current chapter president, Kevin Cowgill; the previous chapter president Dan Kertis; and AMA member Nick Ellis.
Graduates of the marketing program spent time “teaching” in the classrooms and networking with current marketing students for the first annual Marketing Alumni Day last March. This highly successful event allowed our business alums to visit campus, see changes in the business classrooms, and reconnect with each other and with marketing faculty. They had the opportunity to meet and share their professional experiences with students through classroom visits and in a networking reception at the end of the day, attended by students, faculty, and College of Business Dean Ray Braun.

BGSU alum Teddy Piepkow (’06), distributor relations sales manager of TPC Wire & Cable, was very excited about the event. “I feel completely energized and found the entire experience to be very enjoyable! I am so thankful for the opportunity to come back to BGSU. It means a great deal to me to feel so welcomed by the faculty in addition to the business students. The Marketing Alumni Event was a testament to just how special of a place that BGSU is and it reminded me of how passionate I am about our university.”

Marketing instructor and associate director of the Service Marketing Institute, Christine Seiler, was the organizer and coordinator of the event. “The excitement level in the CBA was unbelievable! The alumni were so happy to be back on campus, sharing their stories and their career experiences. The current marketing students were excited and eager to talk to the alumni and learn new pathways to career success. We have the most amazing alumni!”

Because of the high level of success, this year’s Marketing Alumni Days has been expanded to two days – April 3 and 4. Marketing alumni can arrange to present in the classrooms, network with current marketing students from 3:30-4:30pm on each day, and take a tour of the building and campus.

If you are interested in attending April’s event, please contact Christine Seiler at cseiler@bgsu.edu. Please join us!

Marketing Classes “Speed” Through Interviews

Everything today seems to be done at a fast pace. Even giving a two-minute “elevator pitch” is done using a “speed” approach. As part of the introduction to marketing (MKT 2010) class, students prepare a Career Marketing Plan project that ends with a session of Speed Interviews which is conducted each semester. Business professionals from area companies listen to students for two minutes and then give feedback on how well the students presented. After five minutes a bell rings, and the students move to another professional, improving their “sales pitch” each time.

During fall semester, 18 companies sent 23 representatives to serve as interviewers. Those participating in the speed interviews for the first time included Cooper Tire & Rubber Company, Coca-Cola, Ernst & Young, Group Management Systems, MultiView, Northwestern Mutual, and Tom James.

Following the speed interview sessions, the top three students with the highest point totals were announced and the winner earned an iPad Mini. The class with the highest overall score was also announced.

- 1st Place — Ryan Carpenter
- 2nd Place — Joe Seipel
- 3rd Place — Drew Small
- The best class overall — Dr. David Reid’s 4:30 class

With the completion of the speed interviews, these students take their enhanced presentation skills to the next job fair and use them to obtain an internship or co-op.
**DEPARTMENT OF MARKETING**

**Faculty News and Awards....**

Dr. Susan Kleine, Associate Professor of Marketing, was promoted to BGSU’s Associate Vice Provost for Undergraduate Education. Prior to joining the provost’s office, Dr. Kleine was also the Associate Dean for Curriculum Design and Assessment and the Director of Freshman Curriculum for the College of Business.

Dr. Dwayne Gremler, Professor of Marketing and Fulbright Scholar, received The Robert A. Patton Scholarly Achievement Award in 2013 from the College of Business. This annual award recognizes one faculty member’s outstanding research accomplishments that have impacted his/her disciplines. In addition, Dr. Gremler recently received a “Highly Commended Award” from the *Journal of Service Management* for co-authoring one of the top four papers in 2013. The article is entitled “Effects of Perceived Employee Emotional Competence on Customer Satisfaction and Loyalty: The Mediating Role of Rapport.” Dr. Gremler is world renowned for his expertise on services marketing.

**New Faculty and Staff**

**Doug Ewing, Ph.D.**

Assistant Professor
Ph.D., Business Administration 2010
University of Cincinnati
BSBA, Management 2004
Ohio Northern University

**Steve Koppitsch, Ph.D.**

Assistant Professor
Ph.D., Marketing,
University of Southern California
MBA, 2005, University of Rochester
B.A., Psychology 1998
Whitman College

**Jeff Meyer, Ph.D.**

Assistant Professor
Ph.D., 2010, Marketing
Texas A & M University
M.S., 2004, Marketing Research
The University of Texas at Arlington
B.S., 1997, Statistics
Iowa State University

**Hear the One about the Farmer’s Daughter?**

Starting this spring semester, the department welcomed Ms. Marsha Bostelman as its Administrative Assistant. A resident of Deshler, Ohio, she and her husband Rob have three grown children (two of them alums and one “in-progress” at BGSU.) She was raised on a farm (hence the farmer’s daughter headline) and married one — she and Rob raise corn, wheat and soybeans.

Marsha has a 28-year career at the University, with time spent in the College of Technology, the Treasurer’s Office, 17 years in the biology department and, most recently, four years in the College of Health and Human Services Dean’s Office. Marsha and her family enjoy traveling around the US and her hobby (what else would it be for a farmer?) is gardening.

Marsha replaces Brandy Szmania who left after two years to pursue an academic advising opportunity.

As Marsha completed her second month with the department, she said she feels “very comfortable” with her new responsibilities, especially with the renewal of her daily interaction with students and faculty.
We often hear about products that come with a money-back guarantee. But it is a unique approach when such a guarantee is applied to higher education. Last spring, two BGSU business professors, Dr. Dwayne Gremler and Dr. Jeff Meyer, implemented a money-back guarantee in their marketing classes and no requests for refunds were made.

A money-back guarantee, also known as a performance guarantee, is a promise to live up to certain expectations over a stated period of time. This type of guarantee is a common marketing tool students learn about in business classes. Dr. Meyer provided his money-back guarantee in his two Marketing Research (MKT 3200) classes, while his colleague taught two classes of Services Marketing (MKT 4050). In total, the service guarantees covered nearly 100 students across the four sections.

Dr. Gremler is no stranger to this unusual teaching approach. He implemented this money-back guarantee strategy while teaching at the University of Idaho and co-authored five journal articles about this topic. One of those articles, “Service guarantees in the classroom: Should we practice what we preach?” published in Marketing Educator, identifies reasons why he implemented this unique marketing strategy in a service-oriented class.

- Practice what you preach
- Provide a learning lesson to both instructor and student
- Enhance accountability (for both instructors and students)
- Make a good first impression
- Reach disillusioned students
- Fight instructor complacency

In the first week of classes, the professors held classroom discussions to explicitly identify the expectations of both the professor and the students in each class. This was done without the students knowing why they were doing it. Then, the service guarantee was presented the next week based on those expectations. Two important caveats: 1) the student’s grade would not be affected if he or she requested money back and 2) the offer was voided if, during the semester, the student who wanted to invoke the guarantee did not perform as specified by the class during that first week.

Kyle Dickman was a student in Dr. Gremler’s services marketing class and was very enthusiastic about his experience. “I think the money-back guarantee was a unique idea that made me pay attention to different aspects of the class, concerning both the professor’s actions and my own. Dr. Gremler definitely exceeded my expectations for the class.”

David Malsbarger was a student in both of the professors’ classes. “I think the money-back guarantee for classes is great. It holds both the professor and student accountable for their actions in the class. The professor has to be on top of his or her game to teach the material correctly and in a way that is beneficial to the student. The guarantee also forces the student to put in the time outside of class to study the subject and read the textbook or the offer is void. I think the classroom interactions are better in those classes that offer the guarantee because the terms of the guarantee make the students know the material so classroom discussions are better.”

Dr. Meyer reflects on his experience with the service performance guarantee. “I’ll be honest. This was the first time I offered the service guarantee, and I was a little nervous. Reflecting back on the semester, I do believe the guarantee made me more cognizant of how I interacted with the class. I also think the guarantee had a positive effect on the students by reinforcing up front what was expected of them.”

By offering the money-back guarantee, Dr. Gremler explains how the teacher is even more focused on performance than usual. “The presence of the guarantee puts pressure on the instructor to pay attention to ALL of the details involved in delivering a class. Sure, lectures must be carefully planned and exams carefully constructed, but there are many other aspects of delivering a course: responding to student emails quickly, making sure all of the appropriate files are on Canvas, returning exams and assignments by the next class period, being positive and encouraging in interactions with students. Although these are things I would normally do most of the time, the offering of a money-back guarantee keeps these things on my mind 24/7 during the entire semester.”
The College of Business’s unique student learning experience is focused on promoting hands-on and interactive activities. Marketing classes connected with the business community in a real-world project with a local start-up that sells a children’s cavity-fighting, bubble gum flavored toothpaste across the U.S. Students in Dr. Steve Koppitsch’s Introduction to Marketing Management (MKT 2010) classes collaborated with Branam Oral Health Technologies, located in Oregon, OH, to develop a marketing campaign to promote a toothpaste product that helps prevent tooth decay in children.

Branam™ All Natural Xylitol Toothpaste for kids and toddlers is made with FDA-approved Xylitol, a natural alternative to sugar found in sources such as corn, birch trees, fruits and vegetables that is clinically proven to inhibit the growth of cavity-causing bacteria. Dr. Stephen Branam, a leading pediatric dentist, is the creator of Xylitol Toothpaste and is founder of Branam Oral Health Technologies, Inc. According to Dr. Branam, 44 percent of children suffer from dental disease before kindergarten and his toothpaste cleans teeth naturally and is clinically proven to remove cavity-causing bacteria by 72 percent.

Students in Dr. Koppitsch’s classes listened to Mick Janness, president of Branam Oral Health Technologies, describe the toothpaste product and the goal of the marketing campaign. Janness wanted students to suggest ways to generate buzz about Branam’s product among parents and get more pediatricians and pediatric dentists to recommend the toothpaste to their patients. He was looking for strategies involving digital media, print media, crowd funding (supporting Branam’s mission to improve oral health via sites like SeedInvest.com or IndieGoGo.com), and philanthropic activities similar to Tom’s Shoes (a buy one and donate one concept).

“With this project, students were able to apply the marketing concepts they learned in class to an actual company that is making real decisions to improve its market position. This was a unique experience that is extremely valuable to these students as they begin their business careers,” said Dr. Koppitsch.
LET US HEAR FROM YOU...

We enjoy hearing from our alumni. Please let us know what you have been doing, and help us keep our mailing list up to date. If desired, you may enclose a donation to the Department with your submission.

Name __________________________________________ Maiden Name __________________________

Class of (year) __________ Degree ______________ Specialization __________________________________

Mailing Address _____________________________________________________________

City/Province____________________ State ______ Postal Code _____________ Country ______

Office Phone _________________________________________________________________

Email Address _________________________________________________________________

Employer _____________________________________________________________

Your Job Title _________________________________________________________________

Employer Location: City/Province____________________ State _______ Country __________

News about you that we may print in the next newsletter or include on the website?

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Comments or suggestions for this newsletter?

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Support the Marketing Department, Our Students, and Institutes ...

Please consider making a gift to the marketing department to support its programs and students. You can send a check made payable to “BGSU Foundation - Department of Marketing.”

Please apply the amount enclosed $______________ to (check one):

☐ Marketing Department Foundation Fund

☐ Department of Marketing Scholarships  ☐ Service Marketing Institute

Please indicate title of new Scholarship

Please send this form and your check to: Department of Marketing, BA 234, College of Business Administration, Bowling Green State University, Bowling Green, OH 43403

Thank you so much for your continued support of the marketing program!