Greetings from Clemson!

I hope you are doing well and enjoying the fall weather. With the initiative, enthusiasm, and hard work of the Marketing Student Advisory Board (MSAB), led by Julie Zeitz, marketing majors have many incredible opportunities available this year. The MSAB held a marketing information night in October. Students have also gotten to attend multiple lunch and learn sessions to hear about topics such as how marketing is applied in different organizations, options regarding graduate programs and marketing careers, and overviews of many different companies.

The MSAB is also planning the Department of Marketing’s 15th annual industry night for senior marketing majors to be held in March 2014. More importantly, the students have written the newsletter to update you on events in the department. I hope you enjoy reading The Marketing Mix.

We look forward to hearing from you and to visiting with you next time you are on campus.

Go Tigers,

Mary Anne Raymond
mar@clemson.edu
864.656.6782
## Events for the Marketing Student Advisory Board: 2013-2014

The Marketing Student Advisory Board is pleased to announce our schedule of events for the upcoming year. In addition to the events listed below, we will be hosting guest speakers, Lunch and Learns, and a field trip during the spring semester.

<table>
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<th>Event Name</th>
<th>Date</th>
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<tr>
<td>Marketing Alumni Reception</td>
<td>September 28, 2013</td>
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<td>Marketing Information Night</td>
<td>October 7, 2013</td>
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On September 28th, the Marketing Department was part of a collective alumni reception on the lawn at Littlejohn Coliseum to celebrate Homecoming against Wake Forest. Each department was broken up into sections. The event took place two hours before game time and ran until kickoff. We hope you had an opportunity to stop by if you were in town for the game!

Marketing Information Night is an event geared towards freshman. Various professors give speeches about all of the opportunities the department offers in regards to creative inquiries, study abroad, class options, and advanced programs. This is also a time that students are able to meet with the professors and the Marketing Student Advisory Board in order to ask any questions they may have about the marketing department.

We are pleased to already have our Marketing Industry Night preparation in full swing. Marketing Industry Night is an event solely for graduating seniors in our department looking to enter the workforce. A variety of companies—all hiring—come to campus to engage in a career fair specifically for our senior marketing students. Clemson has always had a great connection with companies from across the nation and many give back by sending their recruiters to this event for Clemson students.
Faculty Spotlight: Introducing New Marketing Faculty

Dr. Anastasia Thyroff

Studied and traveled in over 30 countries worldwide. These experiences will help our marketing students get a better perspective of real world application in the classroom. Dr. Thyroff is most excited about interacting with students and empowering them to find their passion much as she did during her time here at Clemson.

Dr. Scott Swain

Dr. Scott Swain joins the College of Business & Behavioral Science as a new assistant professor of marketing. A man with strong Palmetto State and Clemson roots, Dr. Swain earned a B.S. in Electrical Engineering from Clemson in 1991 and a B.S. in Physics from Francis Marion University the same year. In 1996, Swain earned a MBA degree in Finance from the University of South Carolina and then earned his Ph.D. in Marketing from South Carolina in 2002. Now returning to Clemson and trading Riggs Hall for Sirrine Hall, CBBS is thrilled to have Dr. Swain in Tiger-town as a valued professor.

“I definitely didn't grow up thinking that I wanted to teach marketing,” said Swain. “Instead, I wanted to be a soccer player, a writer, or a museum curator. In the meantime, I went to college and majored in engineering and physics and then served in the Navy (submarines). After the Navy I wanted to diversify so I entered an MBA program, where I discovered marketing. I was fascinated by the challenges that marketers face in terms of understanding what motivates consumers, dealing with competitors, and allocating fixed resources to activities that generally have uncertain and indirect effects (e.g., advertising). After 15 years of working and researching in marketing I am still learning new things every day and, like most people, I love to share what I've learned because there is an excitement about it.”
Dr. Delancy Bennett

We would also like to introduce Dr. Delancy Bennett, another recent addition to the marketing faculty within the College of Business and Behavioral Science. Dr. Bennett joins us as a Sports Marketing and Marketing Strategy professor for undergraduates. Prior to arriving at Clemson, Dr. Bennett was the Senior Marketing Manager of the Carolina Panthers, making him an incredibly valuable asset to our sports marketing team here at Clemson.

Dr. Bennett’s education background proves impressive as well. He received two BA degrees from University of North Carolina at Chapel Hill (Studio Art and Journalism/Mass Communications), his MBA from Wake Forest University, and his Ph.D. from UMass Amherst. Needless to say, the marketing department of CBBS is delighted and honored to welcome Dr. Bennett to our staff.

When asked what brought him to the South, Dr. Bennett responded saying: “There’s nothing like being around family, great food and all-around good folks, and that’s what we have here in the Carolinas. Clemson is truly a special place and my family and I are happy to call it home!”

Alumni Spotlight: Haley Lowry

Lowry completed her undergraduate degree in Marketing from Clemson in 2005 before going on to the University of Texas at Austin to complete her MBA in 2013. She’s working for DOW Chemical as a Global Packaging Solutions Manager, and has been with DOW since 2006. Recently, Haley traveled to Rwanda with students from her MBA program and founded her non-profit healthcare firm, Caring Connections Consulting.

“We were charged with creating a business that had a fit in Africa, and our team thought that the clinic would be a great opportunity,” Lowry said. “They were really struggling with awareness, and our team really dove in and came up with a lot of different options. People had to figure out how to get to the clinic, but first they had to know that the clinic was there.” Lowry’s goal in traveling to Rwanda in the spring of 2012 was to create and implement a marketing plan for the Ndengera clinic, located in Rubavu. The team created a marketing strategy for the clinic and designed traditional media such as posters and brochures to hang around these hubs. This media, in addition to outside efforts and insurance changes, helped the clinic grow from 10 patients to 536.

Since graduation from the University of Texas at Austin, Lowry is continuing her work at DOW and hopes to travel more internationally. She says that while her direct work with the Ndengera Clinic ended, she will continue to sponsor two young children she met during her trip to help pay for their food, water, shelter, school uniforms, and other supplies. Lowry hopes that her story and experience will inspire others to get involved in something they’re passionate about. As Clemson students, we find such fulfillment in becoming an integral part of the Clemson community; but the greater challenge lies in making a difference across the nation, or globe!
ScanSource: Student Internships

Most students have heard of ScanSource, many have visited with them at the career fair, welcome back events, or marketing industry night. Their partnership with CBBS has become a critical component of our student’s growth and success. They have become known as a great place to work after graduation and in return have selected the best of the best that Clemson has to offer. But, what is it really like to spend a summer working for ScanSource? We asked marketing majors Maria Condatore and Matthew McCullough, and management major April Serieno to share their experience with us. Here is what they had to say.

How did you hear about the opportunities at ScanSource?
Maria: “I attended marketing industry night last spring where ScanSource had set up a display. Their HR reps were talking to the students about opportunities to intern with them over the summer, as well as full time jobs. I later went to an information session where they told me all about the internship program and I decided to apply because ScanSource seemed like a really great company.”

Matthew: “I have seen ScanSource all around campus and at the career fair every year, but they came and spoke at the semester kick-off meeting for I LEAD! about their future leaders competition and that’s what really got me interested.”

What was your favorite thing about working at ScanSource?
When asked this question all three students simultaneously said the people and the culture are truly what make ScanSource so special. When asked to elaborate on this detail here is what they said:

April: “There was never a feeling of intimidation no matter what your title was or the title of the people I was working with. Specifically, I worked with the VP on a project and he had a very clear open door policy, no matter what the question, I was encouraged to ask him. He also stopped by my desk every single day to see if I needed anything and to check on the project, it made me feel really special.”

Maria: “Everyone was really welcoming and friendly, it didn’t even matter if you worked in the same department. They were always willing to help you out! It was also a very family oriented environment, they would hold family days where they would provide the staff with tickets to a Greenville Drive game and have bounce houses, it was really cool to see everyone enjoying where they worked.”

Matthew: “Your coworkers want to enjoy their time as much as you do and they work very hard to make the hours that you spend at the office not really feel like work. It made the work day so much more enjoyable.”

What department did you work in this summer and what was the best lesson that you learned from your experience?
April: “I worked in sales for POS and Barcode. The most valuable thing I learned at ScanSource was how to interact in a business environment, this was my first job in a corporate setting and it was very interesting to learn the do’s and don’ts of that environment. I also quickly developed skills in customer relations, specifically learning how to handle their questions and complaints about our products.”

Matthew: “I worked in merchandising for one of ScanSource’s newer lines called Catalyst. This taught me to pay close attention to details because I would often be handed many projects at once and I could not miss an element on any of those projects. It was a very interesting and rewarding experience.”

Overall, each intern that I spoke with provided a raving review of their time at ScanSource and made it very clear that they are very interested in returning full time upon graduation. Their experience showcases the truly unique culture of ScanSource and the impact that one company can have on the Clemson community.
Meet The Marketing Student Advisory Board 2013-2014

Julie Zeitz
Julie is a senior marketing major with a minor in psychology. This past summer, Julie lived and worked in New York City interning with the Corporate Sales Team at JetBlue Airways, where she wants to return upon graduation.

Kelly Morin
Kelly is a senior marketing major. This summer she returned home to Nashville, Tennessee, where she interned for a content distribution company. After graduation Kelly hopes to enter the workforce in a marketing strategy or advertising position.

Summers Binnicker
Summers is a junior studying Marketing and Financial Management. This past summer, Summers interned with Clemson’s Regional Entrepreneurial Development Center and worked as a student-athlete tutor with the Athletic Department in Clemson.

Tim Erb
Tim is a marketing major with a minor in Sociology from Doylestown, PA. He is a junior with plans to go into sales after he graduates. This summer Tim enjoyed working as an Orientation Team Leader, his second summer in a row working the Orientation Program.

Josh Davis
Josh is a sophomore marketing major from Colorado. He is leading a graduation initiative, within the marketing department, with the hopes that one day it will permeate through all of CBBS.

Creighton Segars
Creighton is a junior marketing major. This summer Creighton interned with FGM Internet Marketing in Camden, South Carolina, writing content for websites and executing SEO campaigns. He was also able to work for his dad’s law firm and travel to Aruba.

Schuyler Easterling
Schuyler is a junior marketing major with an emphasis in sports marketing. This summer, Schuyler went home to Missouri to work on the family farm and take summer classes.

Questions? Comments? E-mail us. jzeitz@clemson.edu