**Message from the Chair**

This semester we are sharing the successes students have enjoyed with internships and jobs. Many of our students have been very successful in finding rewarding internship opportunities. We share their stories and hope their successes will inspire more of our students to persevere with their job searches. Our environment is rich with opportunity and the faculty and staff dedicated to help you launch your career! Please make use of our career resources and request our help if you are uncertain where to start.

This semester is off to a great start with speakers at club events. At the Metropolitan Campus our students initiated a club that is nationally affiliated – ALPFA. Their program of activities is listed adjacent to this introduction. At the College at Florham the Marketing Mix is sponsoring an alumna, Dilara Sharifi, on Tuesday, October 23rd Dilara will speak about her life after FDU and her career with Nielsen. The Marketing Mix and Launchpad will be hosting an etiquette dinner at the Hamilton Park Hotel in the spring semester (see page 4). The entrepreneurship club, Launchpad, regularly hosts speakers and will be celebrating the Kauffman Foundation Global Entrepreneurship Week in early November. Please navigate to the following URL to see how we are connected to others around the world in asking “What if?”: [http://www.unleashingideas.org/about](http://www.unleashingideas.org/about). Come join us and develop your leadership capabilities!

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**ALPFA Upcoming Events**

Our Metropolitan Campus students have joined the New Jersey Chapter of the ALPFA (Association of Latino Professionals in Finance and Accounting) – the largest Latino association for business professionals and students. In its initial inception the organization targeted the Hispanic population but it has become extremely diverse. Membership is open to any student and this is reflected in the leadership of the Silberman College of Business students who comprise the leadership: Genesis Ortiz is a New Jersey native, Ahmed Amarouch hails from Germany while Liang Ren is originally from China.

The calendar of events for the club starts with an event on September 13th when the club will host a speaker on immigration and employment issues for international students. In October ALPFA FDU will host New York Life for a seminar with the topic "Investment 101 For Financial Success" that will give students an extensive understanding about Investment strategies and the opportunity to network with professionals from New York Life. One of the highlights of ALPFA's event calendar is the Student Summit, a networking event, that takes place off-campus in Newark in January. The day will consist of workshops, a speed interviewing session, and the opportunity to network with company representatives from Ernst & Young, Deloitte, MetLife, Prudential, Verizon, etc. Students have the opportunity to practice and improve their interviewing skills. For more information, to join the mailing list of the ALPFA FDU Chapter, and/or to register for the events please send an e-mail to alpfafdunj@gmail.com.

If you wish to become involved with ALPFA please email the leadership of the organization:

Ahmed ([amarouch@student.fdu.edu](mailto:amarouch@student.fdu.edu))
Genesis ([genesiso@student.fdu.edu](mailto:genesiso@student.fdu.edu))
Liang ([ren@student.fdu.edu](mailto:ren@student.fdu.edu))

Meetings take place on Thursday evenings on the second floor of Dickinson Hall DH-2196.
Dr. Yoshiko DeMotta
at the College of Florham

Yoshiko DeMotta, Ph.D., joins the department this fall. Originally from Japan, she has lived in the United States for over 14 years and has seven years of experience in the private sector as a corporate researcher and worked in various administrative positions. After completing her M.B.A. at Seattle University, she moved to New York City to work at Dentsu’s Madison Avenue office.

Dentsu is Japan’s largest marketing and advertising company and the fifth largest in the world. The topics of Dr. Demotta’s projects spanned many areas, including marketing trends and strategies, industry analysis, and financial analysis. She subsequently joined Governance Metrics International and then pursued a Ph.D at City University of New York. Her research focuses on consumer judgment and decision making pertaining to pro-social behaviors. This past May (2012) Yoshiko graduated with her Ph.D in Marketing from Baruch College, CUNY.

For the past four years, Yoshiko has taught courses in business and marketing at CUNY, and has had success in the classroom by combining traditional lectures with simulations of the type of professional work assignments that students are likely to encounter throughout their careers. Yoshiko is currently teaching Principles of Marketing and Consumer Behavior at the Silberman College of Business.

Dr. Yoshiko DeMotta at the College of Florham

Dr. Jill Reid
at FDU’s Vancouver Campus

Jill Reid is a new Marketing professor teaching at our Vancouver campus. Following a successful 20-year career in international marketing with various blue-chip multinational organizations (e.g., Gillette, Newell Rubbermaid, Arc International, and Bayer), Jill returned to academia to undertake doctoral research in Marketing.

During her commercial career she established the start-up operations for Gillette in Poland, which included identifying and building new market segments, as well as recruiting and coaching a new team of young marketers to lead the company into the next millennium.

Jill studied for her PhD at the Sprott School of Business at Carleton University in Ottawa and was engaged in teaching International Marketing and International Buyer Behavior. In addition, she was regularly invited to contribute to various business/marketing courses as a guest lecturer and materials/ideas provider. Jill regards herself as a coach and mentor, rather than mere imparter of information. In the classroom, watching students grow personally during the weeks of the course and step outside of their original comfort zone as they gain confidence is especially rewarding to her. A critical component of her course delivery is student participation in, and taking ownership of, the course material so that they can enter the workplace fully armed to be able to quickly analyze and assess their marketing environment, and develop creative solutions to complex problems.

Dr. Jill Reid at FDU’s Vancouver Campus

Caroline Muñoz Named Bartlett Professor of Teaching Innovation

Dr. Caroline Lego Muñoz, Associate Professor of Marketing, was named the inaugural recipient of the Bartlett Professor of Teaching Innovation this fall semester. The Marshall and Margaret Bartlett Teaching Innovation Fellowship Award was established to recognize teaching innovation and promote further pedagogical development. The purpose of this faculty award is to not only foster and cultivate innovative teaching pedagogy throughout Silberman College of Business but also to become a catalyst for future faculty SCB professorships. The fellowship is awarded for a period of two years.

The focus of Dr. Munoz’s fellowship is on educating SCB faculty on how technology can be effectively and creatively applied for use in and outside of the classroom. Specifically, she is educating faculty on how to structure and develop blended and online classes and on how to use social media tools, such as Facebook, Twitter, LinkedIn, and YouTube, as teaching resources. Dr. Munoz is conducting a number of teaching workshops for faculty and has constructed an online resource reference tool for faculty interested in integrating more technology into their teaching practices.

Dr. Caroline Lego Muñoz has been at FDU since 2003. She teaches Principles of Marketing, Consumer Behavior, Buyer Behavior and Motivation, Marketing Research, Internet and Direct Marketing, and Marketing Concepts. Dr. Muñoz’s area of specialization is consumer behavior. She has published a number of peer-reviewed journal articles and book chapters on marketing pedagogy, social media, themed environments, and cross-cultural practices.
**Internship Experiences**

**Donna Averion**

Since I first started my Marketing MBA two years ago, I have been an intern at three different organizations. The experiences I have gained as an intern, as well as a graduate assistant, makes me better prepared in my search for a full time job.

My first internship was at Blast Art Gallery, a start-up business located in Teaneck, NJ owned by a couple, Scott Harris and Sarah Jack. I learned about them through Christine Vitale, FDU Career Counselor, who helped me improve my resume. Interning at Blast gave me the opportunity to develop a marketing plan based on a real business environment. Sarah and I conducted a survey that helped us understand how Blast is perceived by its customers and used that as a foundation for a marketing plan. Given the trust and access to Blast's actual supply and demand data, I was also able to conduct a SWOT analysis and show what works and what doesn't work operationally.

My second internship was at WhyHunger, a non-profit organization based in New York City that I learned of through Idealist.org. My role here was more focused in communications, particularly in social media and e-mail campaigns. My first project was to promote the new WhyHunger Facebook page. I also had the opportunity to be part of Hungerthon and Imagine There’s No Hunger campaigns in partnership with Hard Rock International and Yoko Ono Lennon. My supervisor, Debbie Grunbaum, shared with me a wealth of knowledge about public relations.

After taking a short break this summer, I applied through the UN Careers Portal to get into the internship program and started in the Communications Team of the Assistant Secretary General for the Office of Human Resources Management at the UN. I helped the project manager, Claire Anhalt, to build the HR Portal that will serve UN employees worldwide. I conducted best practice research for implementing intranet and usage analysis of existing UN intranet sites. One of my most memorable experiences in the UN is meeting the Secretary General, Ban Ki-moon, during a photo op session with him and other interns from around the world in the General Assembly Hall.

I also worked as a Graduate Assistant for the Silberman College of Business in the departments chaired by Dr. Ethne Swartz, Dr. Paul Yoon and Dr. Gwen Jones. Carrying out my responsibilities in the departments with the help of my supervisor, Patti Albanese enhanced my research and writing skills. The most rewarding project for me was to serve as Secretary for the (SCB) Strategic Planning Committee chaired by Dr. Swartz. Our meetings were held every Wednesday throughout the spring semester and it strengthened my organization and time management skills.

Interning in different organizations challenged me to extend my learning beyond theories and business cases. My internships gave me the opportunity to realize the required capabilities essential to being a successful professional. I considered my supervisors as my mentors, including my career counselor at FDU, Theresa O’Neill and friend, Dorin Rosario. I tried to learn from them as much as I could. Through them, my commitment to excel, and the unfailing support of my husband, I was able to widen my professional qualifications and career options. I am grateful to have been given the opportunity to share and enhance my knowledge and skills in marketing and communications. Armed with my degree experiences and the promise of good recommendation from my mentors have been successful in finding a position that commences later this year.

**Shilpa Bhat**

Over the summer, I had the opportunity of participating in an internship program at John Wiley and Sons in Hoboken, NJ. During the first year of my MBA program at Fairleigh Dickinson University, I considered majoring in Marketing. Having questions about this possible career path, I was excited to be given an opportunity to test-run a marketing career for a short period of time. Not only was this my foray into corporate America, but I was going to be working in a field that most people outside the industry know little about; Publishing.

The beginnings of this internship were better than I expected – a well choreographed orientation followed by introductions of Senior Colleagues at Wiley and of the newly hired interns. At the end of day 2, I was mildly impressed at how well the ice between the newly hired interns and the company was broken. The next few days were spent with many a tête-à-tête with the department heads all aimed at empowering the interns with knowledge about the company’s workings.

After the introductory activities concluded, I settled down to work on various projects in the department that I was assigned to work. My mentor was a thorough professional and a well-known name in the industry. I was able to learn immensely by working with her during the summer. This work exposed me to the various facets of Marketing in a corporate world. I was able to apply what I learned in class in a practical scenario. In addition to regular marketing work, the interns were handed out projects most of which were team oriented. My team would comprise of fellow student interns from NYU, Michigan State, and The University of Connecticut among others. Together my team of 6 completed projects aimed broadly at strategies that Wiley should employ to increase its market share in the student community across all fields of study across all universities in America. Sessions of brainstorming with individuals of varied backgrounds gave rise to many challenges - leadership, communication, conflict resolution, morale, ownership, and accountability amongst others. Further, it was through these projects that we learned together about the facets of this industry that are important for its relevance and success in the educational landscape of not just today, but of tomorrow as well. Each of the teams presented a project report replete with product ideas, tactics, rationales, recommendations, and forecasts. A final series of presentations summarized each of the team’s strategies.

On the last day of my internship, I reflected on what the last few months had been – a valuable learning experience that was exciting, enriching, and empowering. It is truly an experience that has helped me shape my career goals and objectives.
Internship Experiences

Fang Xu

Printmaker International is a 30-year-old company that first and foremost specializes in great cloth. The in-house studio creates new trends in fabric concepts that they sell to wholesale manufacturers like Tahari, who is one of their strongest customers. Other customers include Jones, Calvin Klein, and other brands. The past twenty years the company has developed a branded and private label garment division that has competitive prices, high quality, and a team that understands how to work with large retailers. Manufacturers have used our apparel to create great blouses that take advantage of designer prints. They work closely with a few large retailers who have found that Printmaker International brings real creativity and added freshness to their internal design process.

I work with the in-house CAD artist to develop new prints for our customers and send hard copies and digital designs for their approval. I update our fabric collection with the latest headers for our fabric meetings and presentations, ensuring all are accounted for and in the correct order. I also collect order sheets from all sales fabric meetings and prepare the sample yardage cuts and fabric reference hangers for our customers. I use a compiled database to print out descriptive labels for each article. These samples are then sent out for delivery. I work with the designer to photograph selected blouses for buyer marketing booklets, create the presentation, and display with professional cover letters. Finally, I create UPS bill slips and mail the packages to the customers.

5 Ways to Land Press for Your Startup From Your Dorm Room

Matthew Fishman, founder of Launchpad, is a student majoring in Entrepreneurship. He heads up marketing and PR at Agent Anything, which is a service networking company that makes it easy for businesses and individuals to hire students for errands, odd-jobs, and temporary positions.

Matthew had an article featured on Young Entrepreneur.com called 5 Ways to Land Press for Your Startup From Your Dorm Room. He explained how he went about getting his job at Agent Anything and also gave advice on five media-generating tricks of the trade that any young entrepreneur can accomplish.

Five Steps

1. Pitch Journalists directly
   a. Great place to start is with Help a Reporter Out, a free service that connects reporters and other media professionals with sources like you
2. Don’t waste time
   a. Attempt to get there first and also be brief
3. Stand out from the pack
   a. Partnering up can lead to invaluable opportunities for media attention
4. Revisit past connections
   a. Reach out to alumni, Linked In, and existing networks
5. Absorb what’s around you
   a. Read the news, listen to the radio, and scan social-media sites

Gino Abbate

For the past 7 months I have been working as an intern at a social and digital marketing firm located in Morristown, AGAIN Interactive. A fellow college marketing peer who graduated with me from Fairleigh Dickinson University had seen my cry for help on Facebook for a valuable and much-needed internship. Since I was currently pursuing my MBA, I could not assume a full-time position, but was in need of something to advance my knowledge and experience in the field. My friend referred me for a position within her company and I successfully interviewed for the position.

Every day is a growing and learning experience and I love every second of it. Social media has become the new frontier for how marketers reach their consumers. It is exciting to be at the forefront of such new and emerging practices. I look forward to completing my MBA in January and pursuing a full-time position with this company. I have my foot in the door and I am ready to take the next step forward.