



**KENNESAW STATE  
UNIVERSITY**

COLES COLLEGE OF BUSINESS  
Department of Marketing and  
Professional Sales

## THE LATEST NEWS AND UPDATES

# SPOTLIGHT

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**MEET OUR NEW OFFICE MANAGER:**

**KELLY VISLOCKY**



**KELLY GREW UP IN THE CITY OF KENNESAW AND SPENT ALMOST TWO YEARS IN KENNESAW STATE'S ADMISSIONS DEPARTMENT BEFORE COMING TO COLES COLLEGE. SHE GRADUATED IN 2020 WITH A DEGREE IN HISTORY AND CAN PROBABLY TELL YOU MORE THAN YOU WANTED TO KNOW ABOUT ANCIENT PEOPLES AND CULTURES. WHEN NOT IN THE OFFICE KELLY ENJOYS READING, WRITING, AND CARD/BOARD GAME NIGHTS WITH HER FAMILY. KELLY IS ALSO THE PROUD MAMA TO THE WORLD'S CUTEST TURTLE.**

# FACULTY HIGHLIGHTS/PUBLICATIONS



## PUBLICATIONS

- **TECHNOLOGY USAGE AND CONSUMER BUYING BEHAVIOR IN THE BANKING INDUSTRY OF AN EMERGING MARKET: ROLE OF DOWNTIME**
- **GOING THE EXTRA MILE: TEACHING INNOVATIONS DURING COVID TIMES**
- **FACTORS INFLUENCING ACTUAL USAGE OF FITNESS TRACKING DEVICES: EMPIRICAL EVIDENCE FROM THE UTAUT MODEL**

**DR. GALA HAS RECEIVED  
RECOGNITION ON KSU  
NEWS:**

**[HTTPS://WWW.KENNESAW.E  
DU/NEWS/STORIES/2022/  
KENNESAW-STATE-  
RESEARCHER-STUDYING-  
APPEAL-OF-  
CONTROVERSIAL-  
LEADERS.PHP](https://www.kennesaw.edu/news/stories/2022/kennesaw-state-researcher-studying-appeal-of-controversial-leaders.php)**

**BANG**

## HIGHLIGHTS

- **BEST PAPER AWARD  
IN AMA GLOBAL  
MARKETING,  
GREECE, 2022**

## HIGHLIGHTS CONTINUED

- **DR. GALA RECEIVED AN AWARD FOR EXCELLENCE FROM BG SHAWN HARRIS WHO WAS A GUEST SPEAKER IN HER CLASS.**
- **DR. GALA ALSO PARTICIPATED IN AMS WEBINAR AS A SPEAKER AND PANALIST**

# FACULTY HIGHLIGHTS/PUBLICATIONS



***HERE'S KSU AT  
SMA HAVING A  
MINI GET  
TOGETHER!***

***YEAH***



*" Members of the Professional Sales Team recently stepped into one of the city's fastest elevators with executives at TK Elevators to pitch their personal brands as part of an elevator pitch competition hosted at TKE's North American Headquarters in Atlanta. The friendly competition saw more than 30 members of the Sales Team have one minute each to pitch themselves to TKE's executive vice president of sales as potential new hires. If that wasn't stressful enough, they had to do so in a glass elevator traveling 420 feet in the air with a video camera in their face. Congratulations to marketing student Avani Shah for placing first."*

[link to article](#)

## **MARKETING STUDENTS WORK WITH WARNER BROS. DISCOVERY ON NFT PLAN**

*KSU marketing students Feyisola Odejimi, Cynthia Quiroz, and Sophie Schohan will travel to the Warner Bros. Discovery campus in Atlanta during March Madness to learn more about the intersection of marketing and technology. The students won first place in the Marketing Innovation and Technology competition hosted by the Department of Information Systems and Security and the Department of Marketing and Professional Sales. Warner Bros. Discovery Sports sponsored the event and provided the case study, which asked students to explore ways the company could use NFT – or nonfungible tokens – to enhance their marketing efforts during March Madness. The winning students gained valuable experience learning how technology and marketing are related, and will get to see that relationship in action when they visit Warner Bros. Discovery Sports in March.*



# HOLIDAY HIGHLIGHTS



## PROFESSOR SHIN'S DAUGHTER, SOPHIA, ON HALLOWEEN

# HOLIDAY HIGHLIGHTS



\*PROFESSOR SHIN'S DAUGHTER, SOFIA,  
HELPING CELEBRATE PROFESSOR VAN  
ESCH'S BIRTHDAY!\*



# MIT'S COMPETITION

## MARKETING INNOVATION & TECH STRATEGY

*First place: Feyisola  
Odejimi, Cynthia Quiroz and  
Sophie Schohn*

*Second Place: Jordan  
Walton and Wendy  
Navichoque Rivera*

*Third Place: Francis Kutter  
and Larson Covington*



**ON OCTOBER 5TH THE MARKETING AND PROFESSIONAL SALES DEPARTMENT AND THE KENNESAW MARKETING ASSOCIATION HOSTED THE FIRST ANNUAL MARKETING INNOVATION AND TECHNOLOGY STRATEGY (MITS) COMPETITION.**

**THIS YEAR'S CASE SPONSOR WAS TURNER SPORTS INC., WITH A FOCUS ON CREATING AN NFT STRATEGY FOR THE 2023 MARCH MADNESS TOURNAMENT.**

**SPECIAL THANKS TO OUR SPONSORS AND AMAZING JUDGES : TURNER SPORTS INC., INFOSYSTEMS LLC, AND MODOMODO. MATT MCELROY (TURNER SPORTS), PROMOD GARLAPATI (MOHAWK), DR. PATRICK VAN ESCH (KSU FACULTY).**

**CONGRATULATIONS TO EVERYONE WHO PARTICIPATED & THIS YEAR'S WINNERS!**



## International Collegiate Sales Competition

The event consisted of schools from around the county competing in three different areas: role play, sales management case competition, and speed selling. The team finished in 4th place out of 80 schools! It was an incredible performance and an incredible amount of time and effort put in by these students to achieve such success!

- Our case management team of Ximena Alonso Garcia and Thomas Rowen took first place overall in the case competition!
- One of our speed sellers, Micah McEntyre, took first place overall!
- Our role play participants, Ethan Laudato and Amanda Carr, finished in 13th place and we were one of only six schools to have both of their competitors advance out of the first round (and not have to compete in an additional wild card round).

### Special Thanks & Recognitions:

- Brian Davis who participated in speed selling and Jacob Wittenberg put in months of prep only to come down with the flu right before the competition and could not attend.
- Special thanks to Randy Stuart who volunteers her time and puts in 14 hour days in Orlando to help the event run smoothly.
- Thank you goes to Stefan Sleep and Brent McCulloch for their tireless coaching of the team. None of our students would have done so well without excellent coaching



This past October, both the Kennesaw Marketing Association and Kennesaw Marketing Agency partnered with the Department of Information Technology and Security to host its very first Marketing and Innovation Tech Strategy (MITS) Competition. The competition gave students the opportunity to combine their knowledge of web3 technologies and aspects of Marketing to develop a strategy for NFT's. Representatives from Warner Bros.

Discovery, Info Systems, and BlackRock spoke with the competitors and gave insight on the field of Marketing and Technology in their companies. Three groups of students took home first, second, and third place trophies. The First-place winning group, which included Cynthia Quiroz, Feyisola Odejimi, and Sophie Schohan, won a trophy and were invited to Warner Bros. Discovery Studios where they will get an exclusive tour of the facility.

Coming in March of 2023, the Kennesaw Marketing Association is hosting an invitational for students to participate and compete in the Atlanta American Marketing Association Conference. The KMA Invitational is an amazing opportunity for students to network with other collegiate chapters of the AMA as well as it is for businesses to promote and advertise their brand. The Invitational is open to all students in the Coles College of Business as well as the collegiate members of the American Marketing Association. More information on the KMA Invitational will be coming next semester!





# BLAST FROM THE PAST



**PROFESSORS MIKE SERKEDAKIS AND TYRA BURTON  
AT A PAST NATIONAL COLLEGIATE SALES  
COMPETITION**





# **EXECUTIVE ADVISORY BOARD MEMBERS**

**CHAIR BRAD TAYLOR: FORMER VP OF NATIONAL ACCOUNTS AT COCA-COLA,  
PRESIDENT OF TAYLOR BUILT BRANDS & MARKETING INSTRUCTOR AT KSU**

**BRAD KEHM: DIRECTOR IMC AT NIKE**

**CARL ZAGLIN: PRESIDENT AND FINANCE EXECUTIVE OF ATLANCO INC.**

**DAN HENNESSY: CHIEF SALES OFFICER OF FIFCO USA**

**HARRY VARDIS: ADJUNCT FACULTY AT KSU AND EMORY UNIVERSITY**

**JUSTIN BROWN, SR: MERCHANT LIGHTING AT HOME DEPOT**

**MOIRA VETTER: PRESIDENT OF MODO MODO AGENCY**

**SKIP MEYER: CHANNEL LEAD AT NEWELL BRANDS**

**TIM LAMB: VP OF MARKETING AT PRGX GLOBAL**

**STEVEN LENT, SR: DIR. BRAND ADVOCATE AT HOME DEPOT**

**BOB BACHRACH: EXEC. & COO OF CONGREGATION ETZ CHAIM**

Editor: Savannah Herrington

# HAPPY HOLIDAYS

