Greetings from the Department of Management and Marketing! We strive to be the best department on campus by being passionate about our students, our campus, and our community. The students, faculty, staff, and alumni from our department are continually making strides in their professions and in the business community. I hope you enjoy reading about their achievements and the exciting things our Department has been doing over the past two years.

To all our alums: We want to hear from you! Drop me a note to let me know what you are up to (special achievements, promotions, weddings, children, etc.). Just send a note to gormanc@etsu.edu and we will make sure to put the announcement in our next newsletter.

Thank you, and Go Bucs!!

C. Allen Gorman
Chair, Department of Management and Marketing
Follow the Department on Facebook
On a cold February day in 2019, the faculty of the Department of Management and Marketing met at the Valleybrook campus of ETSU to set the course for their future. With the help of ETSU MBA Alum Jim Harlan, the Department established Vision 2024, which will be the guiding vision for the Department over the next 5 years. Below is a copy of the Vision and the 5 goals established for 2019/2020. On the following page is an infographic detailing our progress thus far!

Vision 2024

The ETSU Department of Management and Marketing strives to create a culture of innovation and entrepreneurship, creating value for our students, our alumni, and the community that invests in us.

To achieve this vision, we will collectively set goals and monitor our progress in meeting these goals annually. For 2019-2020, we will work towards achieving the following goals:

1. Create and foster partnerships with the regional business community.
2. Modernize our curriculum to proactively meet stakeholder need.
3. Build and nurture our alumni network.
4. Co-create a departmental culture which supports our vision.
5. Develop and implement a fundraising strategy for the department.
<table>
<thead>
<tr>
<th>Goal</th>
<th>Progress</th>
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<tbody>
<tr>
<td>1</td>
<td>Over the last 2 years, our Department has engaged with at least 70 unique organizations, hosted 10 events with the business community, and placed 56 student interns.</td>
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<td>2</td>
<td>Our Department has launched, revised, or has begun planning for 7 new degree programs in the last 2 years.</td>
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<td>3</td>
<td>Our Department alums number over 8,300 and growing. We continue to try to find ways to engage our alumni base. We want to hear from you!</td>
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<td>4</td>
<td>At least once per semester, the Department volunteers its time to give back to the community.</td>
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<td>5</td>
<td>Over the last 2 years, the Department has raised over $350,000 in pledged endowments and scholarships.</td>
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Working through COVID-19

COVID-19 did not stop the Department of Management and Marketing one bit! We adjusted to the "new normal" and we still had fun doing it!

#bestdepartmentoncampus #mgmtmktg #cbat #etsu #bucstrong #gobucs

Also, the Department partnered with the Tennessee Small Business Development Center (TSBDC) at East Tennessee State University to provide guidance, information, and resources to small businesses in our region amidst the COVID-19 crisis (see flier on next page).
DOES YOUR BUSINESS NEED GUIDANCE IN THE AGE OF COVID-19?

We can help. Our faculty can provide expert guidance on the following topics:

Managing remote employees
HR strategies for remote workers
Organizational strategy in times of crisis
Supply chain in the age of pandemics
Marketing strategy in times of crisis
Social media strategy in times of crisis
Merchandising in the current environment
Fashion and retail marketing in the current environment
Using data to make informed business decisions in times of crisis
Leadership in times of crisis
Small business and startup management in the current environment

PLEASE REACH OUT TO MBAYS@TSBDC.ORG OR CALL 423-439-8505
In February of 2020, in partnership with the Institute for Veterans and Military Families at Syracuse University, the Department of Management and Marketing launched STRIVE. STRIVE is an entrepreneurship training program for Veterans, Reserve and National Guard members. Participants learn the skills needed to launch a successful business as well as gain post-program support from a local and national network.

The program is designed to help veterans, Reserve and National Guard members through all stages of their business plan. Throughout the program, participants develop their entrepreneurial knowledge and interact with subject matter experts to identify, overcome, and mitigate trouble spots, leading to increased confidence and potential for success.

For more information about this program, please contact Dr. William Heise at 423-439-5395 or strive@etsu.edu.
The STRIVE Program would like to introduce two of the inaugural class participants, Ben and Stephanie Weakly. They participated in the STRIVE program to assist with their business *Abby Maddy Designs*.

Our week one panel members, Joey Powers with Green Cube Solutions LLC, Miles Burdine with Your Kingsport Chamber, and Darrell Fowler with Chick-fil-A West Market Street!

Week three of STRIVE included a lecture on Market Strategy and Research from ETSU College of Business & Technology Assistant Professor, Dana Harrison. Followed by a visit from Jason Hudson, Director of Kingsport Economic Development and to conclude the week, participants heard from M Valentina Escobar Gonzalez (pictured), CEO & Founder of Beyond Engagement - Social Media Solutions.
The iBucs (Innovative Buccaneers) Competition offers students at East Tennessee State University the opportunity to win seed money for their innovative and entrepreneurial ideas. The competition is open to any student at East Tennessee State University. Students work to develop a business plan and pitch to be presented to a distinguished panel of judges who are passionate about innovation and entrepreneurship. Students are allowed to work as individuals or in teams to submit their idea to the competition.

2019 iBucs Winners:

**First Place** - Alexandria Craft and Logan Craft - DailyEatz (website)
**Second Place** - Tyler Dunn - Rescue Pen
**Third Place** - Tomas Hill and Austin Helton - C-Turtle Analytics
**Fourth Place** - Caleb Taber, James San, and Darack Nanto - Tempak
**Fifth Place** - Julia Ownes - Club It
One of our senior capstone management courses completed a project assisting the Isaiah 117 House with their growth and expansion to new Tennessee counties. The final class presentation was made to Ronda Paulson, pictured in the front left, who greatly appreciated all the hard work performed by the students.

Sonu Mirchandani, Lecturer and Coordinator for the Entrepreneurship minor, and Kayla Carter pitched a program called Appalachian Outdoors RecPreneurs at the first ETSU Elevates competition on November 18, 2019.
MGMT 3100 (Production Operations Management) trip to Kristy Kreme. Thank you to Ricki Kaplan, Senior Lecturer, for investing in our students. This is a great example of a successful production line, and so tasty!!!

Digital Marketing MS alum Hannah Starnes presented her thesis topic "Social Media and University Enrollment" at the Atlantic Marketing Association in Asheville, NC. Pictured with her: Dr. Kelly Atkins.

Marketing students in Professor Sonu Mirchandani’s class partnering with MAD B Kitchen on a marketing project! Our students work on real world projects with actual client organizations in the region. If our students can help your business on a project, please let us know.
Special thanks to all the alumni, students, faculty, and staff of the Management and Marketing BucNation for coming out to our tailgates during the Fall 2019 season. We enjoyed delicious food provided by our friends at MAD B Kitchen. Thank you for helping us to fill Lot 21 with fans from the best department on campus!
OPEN HOUSE AND ALUMNI WELCOME BACK

Prospective business majors joined the Department for an open house in February 2019. Students heard from ETSU President Brian Noland, CBAT Dean Dennis Depew, CBAT Senior Associate Dean Tony Pittarese, Department Chairs, Faculty, and Alumni.

Special thanks to all our alumni that could join us for our second annual Welcome Back to Campus Day! We had several great class talks by our alumni, great discussions among alumni, faculty, and students followed by a productive networking session.
Our ETSU team won second place in the Elon Champion Analytics Case Competition! In addition, this team also won the spirit award for their hype video which had over 400 shares on Facebook with a reach of over 13k! The students are: Jessica Owens, MBA student, Aaron Barlow, Computing, and Dawson Maddox, Math. They advanced to the final round with Villanova (1st), William and Mary (3rd), and UT Knoxville. Dr. Dana Harrison was the faculty advisor for the team. So proud of our team and all of their hard work to represent ETSU in this prestigious competition.

“I am so proud of our students. They worked extremely hard through several ‘all-nighters’ to prepare for the competition,” said Dr. Dana Harrison, assistant professor of management and marketing and faculty advisor for the ETSU analytics competition team. “This is a great example of what students from different disciplines can achieve when they work together to formulate solutions to real business problems.”
UPDATED CURRICULA

**Digital Marketing Minor**
This minor prepares students to understand digital marketing and work more effectively in this digitally connected world. It seeks to provide students with a variety of digital marketing courses that will complement non-business and business degrees.

**International Business Concentration**
Almost half of all international students at ETSU are pursuing a program of study within ETSU's College of Business and Technology. This program allows the College to consolidate activities and courses which are already offered to create a new program of study to meet student and employer demand.

**Marketing Analytics Concentration**
This concentration will produce graduates in marketing analytics to meet the employment demand of both regional and national companies and attract new students to this growing field.

**Revised Entrepreneurship Minor**
Students will be better prepared to successfully leverage their unique entrepreneurship talents/aspirations as applied to their own start-up or working for a start-up.
GRADUATE PROGRAMS

Masters of Business Administration
The MBA program at ETSU is delivered in three different modalities: on-campus, online, and in an accelerated professional format (AMBA) *(Note: The AMBA program is on hiatus until 2021)*. This allows students to choose the education that suits their educational preferences. Starting in the Fall of 2020, students in the on-campus and online MBA programs will have the option to specialize in a concentration area. Current concentration areas include Business Analytics and Cybersecurity Management. Proposed future concentrations include Healthcare Marketing, Supply Chain Management, and Human Resource Management.

Masters of Digital Marketing
This advanced Digital Marketing degree is unique in its class. Offered online through ETSU's College of Business and Technology, the business-based curriculum offers practical value to students and their employers unmatched by other digital communications programs currently available. Students graduating from this program will be better equipped for the current and future landscapes of digital marketing and able to leverage knowledge of research, strategy, and analytics in support of key business objectives.
LOOKING FOR A CHANGE? EARN YOUR MBA TODAY

A Masters in Business Administration (MBA) is a general degree program that studies the strategic, organizational, financial, and operational management of organizations.

ETSU offers two MBA programs:

• Traditional On-Campus
• 100% Online

DON'T WAIT, APPLY NOW!
ETSU.EDU/MBA

NO GMAT REQUIRED UNTIL DECEMBER 2020
CONGRATULATIONS TO DR. DANA HARRISON FOR HER AWARD FOR BEST PAPER OF 2019 IN THE JOURNAL OF MARKETING ANALYTICS.

FlatBucky with Professors McTier and Mirchandani teaching in Dr. Karen Tarnoff’s International Student Seminar.

CONGRATULATIONS TO DR. KELLY ATKINS. SHE WAS AWARDED THE ETSU NOTABLE WOMAN AWARD FOR 2018. SHE ACCEPTED HER AWARD AT A CEREMONY ALONGSIDE HER FAMILY.

DR. JEAN STEAD, PROFESSOR OF STRATEGIC MANAGEMENT, PRESENTED HER WORK AT THE STRATEGIC MANAGEMENT SOCIETY IN PARIS, FRANCE, IN SEPTEMBER 2018. PICTURED WITH HER ARE THOMAS WUNDER AND THE VP OF SUSTAINABILITY AT INTERFACE AT THE SOCIETY GALA.
James Lee Harlan II served as our Executive-In-Residence this Spring, teaching classes in Strategic Management. He brought many years worth of experience from his position as the Vice President of Global Supply Chain at Eastman, President; Coalition For Kids; Chairman, QUEST Foundation from Washington Co Schools; Chairman, Alexis de Tocqueville Society for United Way of Greater Kingsport; and Regional Advancement Committee Chair, East Tennessee Foundation.

David Golden taught our Global Business course this spring in our accelerated MBA (AMBA) program. He recently retired from Eastman Chemical Company where he served on the executive team as Chief Legal and Sustainability Officer. He also recently served on the ETSU Board of Trustees and is involved in several educational non-profit initiatives.

ETSU Head Women’s Basketball Coach Dr. Brittany Ezell taught a class in Leadership this Spring. She is a highly sought-after speaker and motivator, and continues to be a great addition to the classroom.
In 2019, for the 4th time in a decade, the Collegiate Merchandising Association's fashion show was named "Overall Program of the Year" by the ETSU Student Organization Resource Center.

Department faculty members had a great time sharing their latest research at the annual Appalachian Research in Business Symposium (ARBS), held every year at one of the symposium partner universities. This year, Radford University and Marshall University joined Appalachian State, Eastern Kentucky, Western Carolina, and ETSU as participating partners in the annual event.
FACULTY AND STUDENT AWARDS

2019 - 2020 College of Business and Technology Outstanding Service Award - Ricki Kaplan, Senior Lecturer

2019 - 2020 College of Business and Technology Outstanding Management Student - Dylan Bednarczyk

2019 - 2020 College of Business and Technology Outstanding Marketing Student - Mahaila Coffey

2019 - 2020 College of Business and Technology Outstanding Masters of Business Administration Student - Jessica Young

2019 - 2020 College of Business and Technology Outstanding Master of Digital Marketing Student - Matt Thompson

2018 - 2019 College of Business and Technology Accelerated Masters of Business Faculty of the Year - Dr. William Heise, Professor of Practice and Director of MBA Programs
2018 - 2019 College of Business and Technology New Faculty Award - Dr. Dana Harrison, Assistant Professor

2018 - 2019 College of Business and Technology Faculty Excellence Award for Teaching - Dr. Umit Saglam, Assistant Professor

2018-2019 College of Business and Technology Outstanding Management Student - Adam Beaver

2018-2019 College of Business and Technology Outstanding Marketing Student - Victoria Riesterer

2018 - 2019 College of Business and Technology Outstanding Masters of Business Administration Student - Gina Alston

2018 - 2019 College of Business and Technology Outstanding Masters of Digital Marketing Student - Kelsey Chernak
Retiring Chairs of Excellence

The AFG Industries Chair of Excellence in Business and Technology was held by Dr. Andy Czuchry for 28 years since joining East Tennessee State University (ETSU) in 1992. Dr. Czuchry had more than 20 years experience as a professional manager in technical innovation and the electronics manufacturing industry. Andy also held a dual appointment in the Department of Engineering, Engineering Technology, and Surveying.

The Allen and Ruth Harris Chair of Excellence in Business was held for 21 years by Dr. Allan D. Spritzer, who was also a Professor of Management. Dr. Spritzer served as Dean of the ETSU College of Business until 1999 when he moved to the Harris Chair of Excellence position. As chairholder, Dr. Spritzer served as advisor and consultant to numerous regional, national, and international organizations.

Drs. Czuchry and Spritzer both retired at the completion of the Spring 2020 semester. Thank you both for your service to the Department, the College, the University, and our Community!
SPECIAL THANKS AND APPRECIATION

I would like to thank Michelle Sullivan, Executive Aide for the Department of Management and Marketing. Michelle is always happy to lend a helping hand for our students, faculty, staff, and alums.

I am indebted to Laura Bennington for her assistance with the design and layout of this newsletter. Laura is the Executive Aide for Undergraduate Programs in the College of Business and Technology.

We need your help! The Department of Management and Marketing depends on the generosity of alumni, friends, and supporters like yourself to support our programs. Please consider a gift to one of our programs today:

Give to STRIVE
Give to Management - Give to Marketing