Salesforce Roleplay with Gartner Rep

In the Advanced Professional Selling course, MAR 4415, students often have the opportunity to interact with industry representatives during class visits. During a recent Salesforce roleplay, students received valuable insights which they will use to enhance their skills for their future sales careers. The class presentations allow students to ask questions and roleplay with company representatives. Opportunities like this one encourage students to participate in classroom discussions and practice developing themselves as sales professionals.

We welcomed our 5th and 6th cohorts in August 2017 along with our 7th cohort in January 2018 to the MS in Marketing program. The program currently has 126 active students in these three cohorts and an additional 160+ alumni between cohorts 1 through 4. We have launched a fully online program to reach out-of-state and international audiences which is scheduled to begin in the Fall 2018 semester. The fully online format will feature the original face-to-face program curriculum that includes a three-part focus on digital marketing, brand development, and marketing analytics. For more information on the Master of Science in Marketing program at FIU please visit msm.fiu.edu.

Study Abroad

With a focus on international marketing, import-export marketing, logistics, and supply chain management, our Study Abroad students have traveled to major commercial hubs in Spain, China, Qatar, Monaco, France, Berlin, Morocco, and the UAE. The Fall 2017 Winter Break Study Abroad program took the students to Hong Kong, Shenzhen, Guangzhou, and Shanghai. The program’s major highlights included visits to the Walmart Distribution Center in China, cultural visits in China, and Disneyland Shanghai; as well as plant tours, distribution center tours, and business presentations.
Our very own Prof. Tim Birrittella will receive the American Marketing Association’s (AMA) Faculty Advisor Lifetime Achievement award at the 40th annual AMA Collegiate Conference to be held in New Orleans April 6-8, 2018. Prof. Birrittella has served as the AMA@FIU faculty advisor since he joined FIU in August 2001. Over the past 17 years, he has advised over 2,500 AMA student members and led the chapter to be named International Collegiate Chapter of the Year twice (2011 and 2006). Additionally, the AMA@FIU chapter has been ranked in the top ten for 15 out of the past 16 years – making AMA@FIU one of the strongest collegiate chapters within the AMA Collegiate division.

Prof. Birrittella has served on the AMA’s Collegiate Chapters Council (CCC) for 8 years (2007-2015) as the Collegiate Conference Co-Chair. During his tenure in this position, he increased AMA Collegiate conference attendance by 45%. He also served as the CCC President (2014-2015) where he increased AMA Collegiate membership nationwide to remain over 10,000 members (for 12 consecutive months) – a trend never reached before. We are very proud of his accomplishments!

In October, our Global Sales Program hosted the annual Panther Sales Tournament, where 72 students from various majors put their sales skills and knowledge to the test in the bilingual (Spanish/English) competition. The event was a huge success and proved to be a learning opportunity for our students. We want to especially congratulate those students who excelled and won in their respective categories.

**Competition Winners**

**Overall Winner:** Brian Escobar (1st)

**English Winners:** Fabiola Elizondo (1st), Brandon Uria (2nd), Brian Escobar (3rd), Chelsea Yarbazal (4th), Jimmy Egas (5th)

**Spanish Winners:** Jimmy Egas (1st), Brian Escobar (2nd), Michael Rodriguez (3rd), Vinicio Mejia (4th)
The Logistics and Supply Chain Management Association was founded by Melissa Lopez, BBA 2017, and a small group of other logistics students in the Fall 2016 semester. During its first year, LSCMA coordinated visits to Miami International Airport and PortMiami. The association also brought in valuable guest speakers to the weekly meetings, and organized student workshops led by industry leaders. By August 2017, LSCMA restructured their executive board because founding members had graduated, and then grew by approximately 20 new members.

The LSCMA’s first Fall 2017 semester meeting provided members with an overview of the commercial activities surrounding the transportation of goods to customers. The meeting was led by guest speaker Eric Williams, formerly a manager at Emery Worldwide, Managing Director at FEDEX, Vice-President of Pilot Air Freight, and President of GLSG Landstar. Mr. Williams was able to provide his logistics expertise and advice in an open forum discussion. At another weekly meeting, Fiat Chrysler Automobiles presented and showcased their various distribution branches in logistics and purchasing. FCA’s visit was more than just informational, providing one of the members a summer internship. The semester ended with a guest speaker from Panalpina, Import-Export Manager Mauricio Gutierrez. Mr. Gutierrez outlined his 38-year career in logistics and supply chain management starting from his first job as a driver transporting cash to his current position at Panalpina, in which he oversees a significant portion of the commercial aircraft supply chain’s design, engineering, and technology.

For 2018, LSCMA is looking forward to taking it several steps further with weekly guest speaker presentations, workshops, and a visit to Port Everglades. The association is also creating a mentor program with logistics and supply chain professionals. For additional information, please send us an email at lscmaorgfiu@gmail.com.

FIU Hosts Annual AMA Florida Regional Conference

Members of the award-winning American Marketing Association (AMA) at Florida International University (FIU) once again hosted the annual AMA Florida Regional Conference on Saturday, November 18, 2017. FIU students (led by AMA@FIU Co-Presidents Dania Duenas & Sabrina Bocaranda) joined students from 5 other universities including University of Florida, University of South Florida, University of Central Florida, and University of Tampa, to network with marketing professionals and learn more about the industry prior to graduation. The event provided an opportunity to have marketers come together to share their experiences and ideas with the next generation of future marketers.

The theme of the conference was Entertainment Marketing, led by keynote speaker Zach Jukel, Senior Marketing Manager of the Miami Marketing Group. Additionally, David Stewart spoke with attendees representing the AMA South Florida Professional Chapter and two AMA@FIU alumni (Laura Marrero, Alma Ad Agency and Carlos Zuluaga, Lion Fuse) returned to inspire conference attendees. Overall, the event was an AMAazing success for all who attended.

Above: AMA@FIU Co-Presidents Sabrina Bocaranda (front row, 2nd from left) and Dania Duenas (front row, 4th from left) along with AMA members from other universities.

Logistics and Supply Chain Management Association

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Department of Marketing and Logistics

Faculty
Alexandra Aguirre-Rodriguez
Associate Professor
aaguirre@fiu.edu

L. Craig Austin
Visiting Instructor
laustin@fiu.edu

Elisabeth Beristain
Instructor
beristae@fiu.edu

Tim D. Birrittella
University Instructor
tbirritt@fiu.edu

Karina Campregher Damo
Adjunct Lecturer
kcampreg@fiu.edu

Yi Ju Chen
Senior Lecturer
yijchen@fiu.edu

Peter Dickson
Professor
dicksonp@fiu.edu

Maria Garcia
Instructor
garcmar@fiu.edu

Jonathan Goodrich
Professor
goodricj@fiu.edu

Wendy Guess
Instructor
wguess@fiu.edu

William Humphrey
Assistant Professor
whumphre@fiu.edu

Walfried Lassar
Professor
lassar@fiu.edu

Xiaohu Li
Associate Professor
xli@fiu.edu

Gregory Maloney
Instructor
gmaloney@fiu.edu

Ronald Mesia
Director, Ryder Center
Instructor
rmesia@fiu.edu

Paul Miniard
Doctoral Director
miniardp@fiu.edu

Anthony Miyazaki
Department Chair
miyazaki@fiu.edu

Gustavo Mosquera
Visiting Instructor
gmosquera@fiu.edu

Anna Pietraszek
Director, Asia-Pacific
Instructor
pieraspa@fiu.edu

Nancy Rauseo
Senior Lecturer
xrauseon@fiu.edu

Nancy Richmond
Instructor
nrichmond@fiu.edu

Raymond Rody
Visiting Instructor
rrody@fiu.edu

Francis Bruce Seaton
Associate Professor
seaton@fiu.edu

Jayati Sinha
Assistant Professor
jsinha@fiu.edu

Rafael Soltero Venegas
Instructor
rsoltero@fiu.edu

Jaclyn Tanenbaum
Instructor
jtanenbaum@fiu.edu

John Tsalikis
Professor
ttsalikis@fiu.edu

Sheryl Weir-Latty
Visiting Instructor
sweirlat@fiu.edu

Cassandra A. Otero
Assistant Director of
Academic Programs
cotero@fiu.edu

Jacqueline Herrera
Program Manager, MSM
jherrera@fiu.edu

Camila Perez
Program Coordinator,
Undergraduate Programs
camipere@fiu.edu

Eileen Rodriguez
Program Coordinator, MSM
eirodrig@fiu.edu

Clementina Valladares
Program Coordinator,
Ryder Center
cvallada@fiu.edu

Stephanie Villalba
Coordinator,
Global Sales Program
svillalb@fiu.edu

Programs

Undergraduate Majors
Marketing
Logistics and Supply Chain Management

Undergraduate Minors
General Marketing
Logistics and Supply Chain Management
Professional Sales
Social Media and E-Marketing Analytics

Academic Certificates
Health and Fitness Marketing
Import-Export and Supply Chain Management
Marketing Research and Analysis
Retail Marketing and Management
Sales and Customer Relationship Management
Social Media and E-Marketing Analytics

Graduate
Ph.D. in Marketing
M.S. Marketing
M.S. Logistics and Supply Chain Management