

AMA Celebrates Marketing Week Virtually

Like the entire University, the American Marketing Association (AMA) has had to rethink our events and programming this semester due to restrictions of on campus meetings/events due to COVID-19. From October 5th – 9th, AMA at FIU held the first-ever virtual Marketing Week. The 2020 theme was “Think Globally, Market Locally” and emphasized the importance of keeping small businesses afloat during the pandemic.

Monday’s event featured AMA FIU alumni who have made careers out of freelancing in creative work. Kellen Sanchez, a graphic designer, spoke about how she has adapted to finding new clients as demand has gone down. Event videographer, Nico Stapel, shared his experience adapting to event cancellations and broadening his portfolio. Photographers Esteban Larranaga and Spencer Schau also joined, along with current AMA FIU Creative Director, Stefan Douglas.

On Tuesday, AMA member and small business owner, Leslie Villegas, taught a workshop on utilizing hashtags on social media. As many companies found themselves shifting to or prioritizing an online presence, using strategic hashtags can be a free and easy way to improve discoverability on social media.

Wednesday, FIU alum Andy Rodriguez of The Salty Donut, joined AMA’s General Meeting and discussed how the famous donut company shifted their “vibe-focused” brand online. Rodriguez emphasized what makes the company unique is their commitment to the experience customers receive in store. Translating this experience into a virtual format was a challenge for their CMO and Social Media Manager, but ultimately has led to a growth in business since March.



Marketing Week participants enjoying events over Zoom.

Thursday night, David Berry, adjunct Professor and owner/founder of DB + Partners, a digital marketing agency in Fort Lauderdale, talked about the agency-side shifts due to the pandemic. Reduced ad spend, clients boarding up entirely, and the dreadful “We’re in this together” messaging after nine months into the Coronavirus shutdown, have challenged Berry and his team to think outside the box in order to get results for their clients.

Friday night, AMA FIU held a joint social with Florida Atlantic University’s AMA chapter for a night playing Family Feud over Zoom.

Though this semester has been challenging for everyone, the week was a success and AMA members left with more relevant marketing knowledge than before. Anyone is welcome to attend any AMA weekly, general meeting via Zoom on Wednesdays at 7:45pm. Simply check any of the AMA FIU social media platforms for the link.



Follow the Department of Marketing & Logistics on LinkedIn, Instagram, and Twitter!
[@FIUMarketing](#)

Marketing Research Meets COIL

COIL - an International Applied Project Expands Students in a Marketing Research Course.

Students in one of the marketing research courses received an extra boost in their class this Fall. The experience they received is definitely hands-on and career-strong! Along with researching and designing a survey for addressing COVID-related issues in the hotel industry, students participated in an online collaboration with graduate level students from Seneca College in Toronto.

This exciting project is called Collaborative Online International Learning (COIL), a model that involves cooperation with paired teachers who re-imagine/re-design their course to complete shared projects. COIL enhances meaningful experiences with international



Collaborating professor Dr. Wendy Guess from FIU.

perspective and supports a higher level of thoughtful interaction between students. This initiative is part of the office of Global Learning Initiatives and has spread around the university after a qualitative student study addressed the question of what students needed to know and be able to do upon graduation.



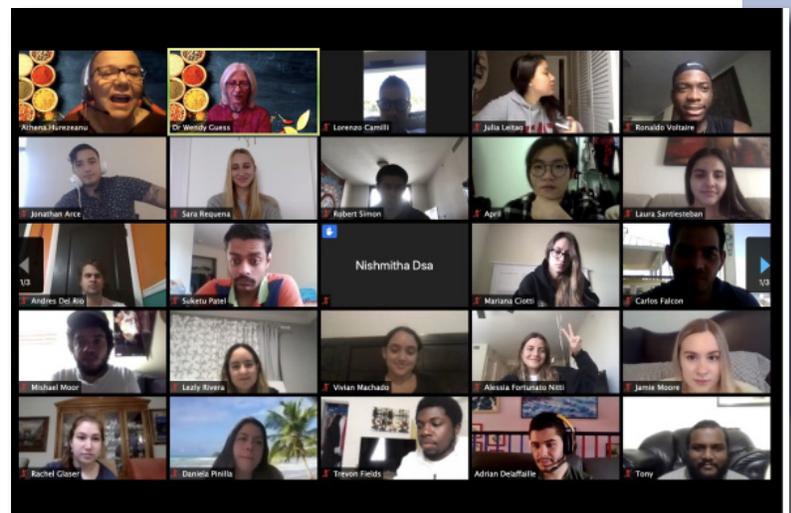
Collaborating professor, Athena Hurezeanu from Seneca College.

An vital piece of COIL is that our students are working with the graduate students at Seneca who are Tourism and Hospitality majors to determine issues and recommendations for hotel marketing efforts for the future in the hopefully soon post-COVID era. Another important aspect of this is that students are gaining real-world experience in another absolutely necessary skill in this global age of online work -

that is the skill of collaboration with others in various cultures and industries. Many of the students at Seneca are from India and others from Asian cultures.

To help begin the rapport-building process, which can be challenging, we designed an ice-breaker with a common theme - spices. The students found they used many of the same spices in their home cultures' dishes - yet in slightly different ways. We had a delicious time celebrating the many spices that we enjoy around the world, and interestingly gaining awareness of how the spice trade industry has created a world wide economy.

As the students are winding down their projects and finalizing their reports, they're finding how much they've enjoyed meeting and connecting with students from around the globe, and how much more enriching the educational process has been for them this semester. They are now even more excited about being able to apply the skills they have learned into future careers and many students have expressed interest in continuing to engage in future global interactions.



Students partaking in COIL via Zoom.

COILing With Poland

That's right, FIU's Department of Marketing and Logistics had not just one, but two courses partaking in a COIL collaboration this semester.

Online classes have enhanced FIU's ability to collaborate with other schools globally. Marketing students were able to conduct research projects with students from Poland's Poznan University of Technology (PUT). Dr. Anna Pietraszek led the course which entailed analyzing small businesses in Florida and Poland to assess the economic impact that COVID-19 had on family-owned businesses in the respective areas.

Using digital technology such as Zoom and Google Docs, FIU-COIL connected students and faculty from around the world giving all participants a new perspective of the global marketing field. COIL is constructed to facilitate projects that are manageable through face-to-face contact, fully online, or in a hybrid format that benefits students during a time like this.

An important objective of this program is to develop intercultural communication skills, something that is vital for our future marketing professionals.

Getting to know different people, especially those from a new or different culture helps students to cultivate better communication skills. Plus, students also develop critical thinking skills by collaborating with new minds and the ability to adapt to varying team structures like being completely virtual and in different time zones!



Dr. Anna Pietraszek and COIL participants via Zoom.

Over just six weeks, 110 students were divided into 17 teams that consisted of students from both schools. Weekly deliverables allowed the teams to routinely update Dr. Pietraszek and PUT faculty member, Ewa Wiecek-Janka, on the advances in research that were being made and highlighting key findings.

Despite the cultural differences between Florida and Poland, students were able to see that COVID-19 was negatively impacting small businesses economically at a similar rate. However, it was determined that the small businesses in Poland were being hit quite harder economically than those of Florida. Students also identified that in both areas, the medium and large companies have comparable results.

Collaborations like these are made possible with the co-administration of FIU's Office of Global Learning Initiatives and Media Technology Services. We cannot wait to see what the next COIL collaboration project brings and what new university FIU will team up with next.

Sales Corner

Going fully digital for Fall 2020, The Global Sales Program hosted its annual Panther Sales Tournament via Zoom from September 30th to October 2nd. The sales competition consists of several rounds of simulated sales meetings with our Global Sales Partners serving as buyers and judges. Students sold in English and Spanish with the backing of our product sponsor, HubSpot, who trained competitors on the company's product offerings. Additionally, the Panther Pitch allowed students to sell themselves in a one-minute elevator pitch and connect directly with our partners to earn career opportunities and scholarships.



Attendees at the PST Award Ceremony on Friday, October 2, 2020.

The Global Sales Program would like to extend a very special Thank You to the sponsors without whom the Panther Sales Tournament would not have been possible. HubSpot's critical support as our product sponsor was crucial to the success of the tournament. Additionally, we would like to thank our platinum sponsors, DHL, Miami Heat, and Altria, our gold sponsors, Aerotek, T-Mobile, Intuit, and the various silver-level sponsors that helped make the event possible. We would also like to congratulate all our winners! Christopher Tapanes, president of the FIU Sales Society, was our top competitor in English with his E-Board colleague Leslie Saez earning first place in Spanish. Both also earned Top 6 spots in the Panther Pitch. Well done!

GSP's next tournament, the Global Bilingual Sales Competition, will be hosted virtually from March 17-19,

2021 with competitors representing universities in the U.S. and abroad. To stay up to date with GBSC, please visit fiu-gbsc.com.

Our FIU Sales Team also competed in three national competitions this fall. The team received top honors coming in second at both the National Team Selling Competition (NTSC) and the AT&T National Sales Competition. At the International Collegiate Sales Competition (ICSC) FIU placed 18th out of 80 universities participating and 1st in a sales management simulation.

Congratulations to the FIU Sales Team members: Marianna Araujo, Claudia Guaremas, Luma Ramos Pinto, David Torrens, Damian Hill, Carlos Brito, Clyford Duford, Anastassiya Izdebskaya, Yourdany Lopez, Chris Tapanes, Ashaki Tucker-Patel, Mike Villalobos, Ian Campos, Leslie Saez, and Elie Weinstein. It has been a tough year to train and compete, but the team did an amazing job!

The Global Sales Program staff wishes our students and partners health and safety during these challenging times. We hope everyone has a safe, socially distanced holiday season! For any questions regarding the Global Sales Program and its events, please email us at sales@fiu.edu. Find us on LinkedIn as FIU Global Sales Program. The Sales Lab hopes everyone is staying well!

Did You See The News?

William Humphrey was spotted in the news again! This time, you can find him in The Washington Post offering up his insights on the desire people have to get back out there and travel. Specifically, the people who won't let COVID-19 deter their desire to set sail on a nice cruise. Humphrey notes that people are starting to feel that cabin fever setting in. "We yearn for things that make us feel like our life prior to March. There will be people that will be looking forward to that cruise." Don't worry if you missed the article, you can find it [here](#).

Spanish Competition

1st Place - \$500 Scholarship

Leslie Saez



1st place winner in the Spanish Competition.

English Competition

1st Place - \$500 Scholarship

Christopher Tapanes



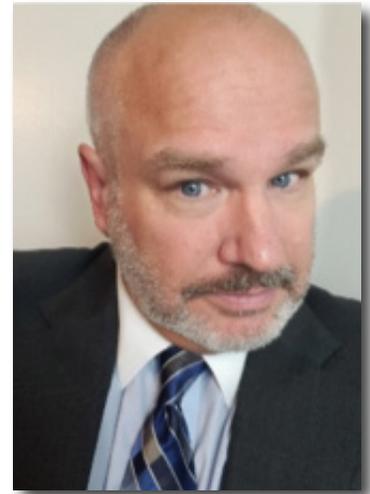
1st place winner in the English Competition.

Faculty Spotlight: Dr. Raymond Rody

Raymond C. Rody is currently a Visiting Assistant Teaching Professor at Florida International University. His marketing career began in 1969—when he was only 10 years old—selling newspapers in Union Lake, Michigan. At this young age, he was not a great salesperson, but he was persistent and maintained his paper route for 7 years culminating in several awards. When he was 14 years old, he was invited to the Governor’s mansion to visit with Governor George Romney. At 17, he received the newspaper’s scholarship award as the #1 news carrier for the year. Next, he went off to the University of Michigan to study marketing. After graduating, he sold computers and telecommunications for 6 years in Texas, Louisiana, and California.



Dr. Rody, pre-newspaper days.



Dr. Raymond D. Rody, professor at FIU.

He returned to academics in 1987 to start his doctorate in marketing at The University of Southern California. Fast forward to today, and he has now taught at four different universities in the USA as well as in Germany, Russia, Hong Kong, and Macau SAR China. He’s consulted for more than 50 multinationals, two foreign

governments, lived in 4 countries, served as a Dean at two foreign universities, was director of two US Executive MBA programs, conducted research projects in 10 different countries, and conducted study tours to more than 50 countries. Professor Rody is an expert in the fields of selling, negotiating, and casino management. He has appeared on CNN, published in numerous newspapers and academic journals, and authored the textbook “International Business Negotiations: Strategies, Tactics & Practices.”

Dr. Rody enjoys fitness and eating, which are not exactly synergistic. He was captain of his high school tennis team, he was a lifeguard, completed 3 marathons, and went undefeated in racquetball for about 20 years. He still possesses some of his skill in racket sports although hampered by bad knees and “tennis elbow,” he is limited to table tennis. Although he was a member of his high school chess club, he has yet to defeat a single Russian in chess despite more than 100 attempts. Currently, he swims 1 mile every other day to keep his blood pressure and weight in check.



Dr. Rody and his son, Ryan.

When he was sent to Macau in 2003, the only song he knew for karaoke was Country Roads. Macau’s favorite pastime? Karaoke. After a few years in Macau, Dr. Rody’s singing improved. Now he always has his karaoke system up and running while entertaining guests. Also, Dr. Rody has a 13-year-old son, Ryan, who is the light of his life.



Dr. Rody in Macau with his wife and boss Dr. Ambrose.

Faculty Publications

[Scott Cowley, William Humphrey, & Caroline Muñoz \(2020\): Industry Certifications in Digital Marketing and Media Education: An Examination of Perceptions and Use Among Educators. Journal of Marketing Education](#)

[Raymond C. Rody, Nghia Nguyen, & Wendy Guess \(2020\): Eastern Versus Western Gaming Behaviors. UNLV Gaming Research and Review Journal](#)