MIAMI, Fla. – (June 4, 2003) – FIU’s College of Business Administration’s Alvah H. Chapman, Jr., Graduate School of Business will offer a premier one-week seminar for business executives June 9 – 13. The Strategic Marketing Orientation seminar (SMO), which has been featured at other leading business schools and corporations around the world, will expose participating executives to various aspects important to succeeding in the industrial marketplace in today’s competitive business world.

The seminar will be based on the principles detailed by Professor David Weinstein (Chapman Graduate School of Business’ Visiting Ryder Eminent Scholar) in the book he co-authored – INDUSTRAT: The Strategic Industrial Marketing Simulation.

The seminar, which is being offered at the Chapman Graduate School with the permission of INSEAD, with which Weinstein is affiliated, will allow participants to experience the risks involved in new approaches, and manage the adverse repercussions on a “virtual” level. Participants will be divided into competing teams, each team managing a simulated company in a dynamic marketplace during the course of nine years – allowing enough time to provide changing scenarios in the company’s history.

“We’re thrilled that thanks to Professor Weinstein’s expertise, we’ll be able to offer such a unique opportunity for area executives,” said Jose de la Torre, dean of the Alvah H. Chapman, Jr., Graduate School of Business. “This course, which is taught at top institutions around the -more-
world, is a good example of our commitment to building quality programs and remaining on par with leading business schools.”

The course will provide attendees with valuable information on how to transform their organizational strategies by implementing new approaches and technologies; examine the dynamics of relationships between suppliers and their customers; evaluate the interplay between an organization’s various functions; and structure successful strategic alliances between competitors.

Participating companies are encouraged to send a team of four to six executives as the collective learning experience adds a group dynamic aspect to the program that extends beyond SMO into the corporate environment.

In addition to Weinstein, who has served as a visiting professor at Harvard Business School, Stanford Business School and the Wharton School, the SMO seminar will be taught by Professor Walfried Lassar, associate professor of marketing at FIU’s College of Business Administration.

Florida International University’s College of Business Administration (CBA), South Florida’s business education leader with unique expertise in international business, entrepreneurship, and information technology (IT), is the largest of FIU’s professional schools. It enrolls approximately 3,400 students in its undergraduate program and more than 1,100 graduate students in its Chapman Graduate School of Business each year. It also is South Florida’s top-rated business research school and one of only 435 business schools in the world accredited by the AACSB International—The Association to Advance Collegiate Schools of Business. The College’s Chapman School offers the 6th largest part-time MBA program among this group. Business Week (October 21, 2002) ranked it among the best in the U.S., placing it in the third tier group along American, Fordham, George Washington, South Carolina, Syracuse, Rutgers, Tulane, and others. The August 23, 2002 issue of America Economia, a premier pan-regional business journal, rated it among the top 50 international MBA schools for Latin American students. Hispanic Business (March 2002) ranked the CBA among the top five business schools for Hispanics. The College also is one of only 30 business schools to have received a Department of Education grant to establish and support an international business center.

For additional information about the CBA and its Chapman School, please call Assistant Dean Sally Gallion, (305) 348-6631.

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