**University Wide Departmental Teaching Award (UDTA)**

The prestigious University Wide Departmental Teaching Award (UDTA) was awarded to the CBT’s Marketing and MIS Department by President Milliken at a luncheon in their honor April 3, 2012. The Department of Marketing and Management Information Systems is the recipient of the University of Nebraska Kearney Departmental Teaching Award for the third consecutive year.

The award is presented each year in honor and recognition of a department within the university that has made a unique and significant contribution to the teaching efforts of the university and which has outstanding esprit de corps in its dedication to the education of students at the undergraduate, graduate, or professional levels.

The Department offers nine different undergraduate programs which include emphases (i.e. majors) in Marketing, MIS, and Supply Chain Management (SCM), and minors in Marketing/Management, International Business, Business Intelligence, SCM, MIS, and MIS Quality Assurance. These programs are designed to prepare students to function effectively as valued members of business communities, and public, professional, and service organizations. In addition, two core MBA courses are taught by the Department. Through recent reaccreditation, AACSB International has identified these programs as being among the best in the world by verifying the exceptionally high quality of student outcomes and assurance of learning.

**KAY PAYNE CASE COMPETITION**

The Kay Payne Undergraduate Student Case Competition, established in 2007, encourages students and faculty to engage in innovative and creative thinking for businesses that reside in Nebraska. Through this experiential learning, undergraduate students are supported by UNK College of Business and Technology faculty to complete consultation projects with rural Nebraska businesses and non-profit organizations. Each semester business students compete in the Kay Payne Case Competition to determine which student group has developed the most effective and professional project. Although the students can be from any business discipline, thus far the winners have been from the Marketing Department. Typically the entrants are students developing advertising campaigns, marketing research projects, and/or marketing plans for real clients in the Kearney area. The work is done under the direction of the faculty teaching the course, be it Advertising Management, International Marketing, Marketing Research, or Marketing Management. The case studies are judged by members of the Business Advisory Board and Chambers of Commerce. Many of these members are KSC/UNK alumni. Co-Winners were: Arkle Family Therapy Team 2 and the University Laundry Mat Team 2, both from Advertising Management.

**Kay Payne case winners (Spring 2012):**

Bokkyung Chang, Seoul, South Korea  
Trevor Williams, Kearney, NE  
Samantha Hahn, Cairo, NE  
Justin Drudik, Juniata, NE  
Bryan Mizner, Grand Island, NE  
Nathan Holmes, Grand Island, NE  
Jae Jung Park, Daegu, South Korea  
Yasuke Shibata, Komoro, Japan

**Alumni News**

**Kirk Stinson**

President – Advanced Industrial Solutions at Stanley Black & Decker, Inc.  
University of Nebraska at Kearney  
BS, Marketing 1987 – 1991

Kirk Stinson graduated from the University of Nebraska at Kearney in 1991 with a degree in Business Administration with an emphasis in Marketing. Stinson grew up in a retail family who owned and operated a local hardware store in Superior, Nebraska. Considering his family business background, it made sense that Stinson’s first job out of college was a sales position with Black and Decker in the Kansas City region. Stinson was moved to the DEWALT/BLACK and DECKER Corporate Headquarters in Baltimore, MD to assume the Vice President of Sales and Marketing role. Recently, Stinson has been promoted within the company to assume the President role for the Advanced Industrial and Mechanical Access Solutions at Stanley Black & Decker based in Indianapolis, IN.

He will be CBT’s Executive in Residence, September 20-21, 2012. Attend his 11:00 a.m. session, Thursday, September 20, in the Ockinga Auditorium - “Grow or Die” A Survival Guide to Professional and Personal Development.
Internships

Internships link the classroom to the work place, allowing the student to test his/her abilities in a selected field. The Marketing/MIS Department has developed many partnerships with companies that provide internship experiences. Learn how to find an internship, why they matter, and how to get a lot out of them. For more information contact:

Janice Woods
Experiential Learning and Internship Director
woodsje@unk.edu

Here are some of our students and where they interned:

Amanda Fornoff
Marketing Intern
DPB Management; Hilltop Mall, Kearney, NE

Rachelle Snydgra
Marketing Interns
SCORR Marketing, Kearney, NE

Trevor Williams,
Supply Chain Management Operations/Logistics Intern with Crete Carrier, Lincoln, NE

AMERICAN MARKETING ASSOCIATION (AMA)

No matter what career path you choose, you will need to learn how to market ideas and yourself. AMA will provide you with the knowledge you need to develop these skills and facilitate opportunities to practice them.

Put your marketing skills to use, network, join in a philanthropic project, and learn from professionals in the field. All majors are welcome and encouraged to join AMA.

Contact: Dr. Heather Schanz schulzhm@unk.edu or Marsha Yeagley yeagleym@unk.edu for more information.

Association of Information Technology Professionals (AITPA)

The AITP student organization attracts members who are interested in business and computers. Monthly meetings allow students to develop leadership skills, network and apply knowledge obtained in the classroom. For additional information contact: Dr. Ross Taylor taylorar1@unk.edu

Addition to UNK Marketing Faculty

Dr. Ngan Chau
Assistant Professor, Department of Marketing and Management Information Systems

The Marketing & MIS Department is excited to have Dr. Ngan Chau join the department this fall. She has earned her Ph.D. from the University of Central Florida, graduating in August 2012. Welcome Dr. Chau!

Dr. Chau’s research interests focus on durable goods, product introductions and supply chain design. She received a BS, Information Technology from Vietnam National University and a BBA from Posts and Telecommunications Institute of Technology (Vietnam).