



LEVERAGING
THE POWER OF
MARKETING
FOR THE BENEFIT
OF CONSUMERS,
BUSINESS AND
SOCIETY AT LARGE

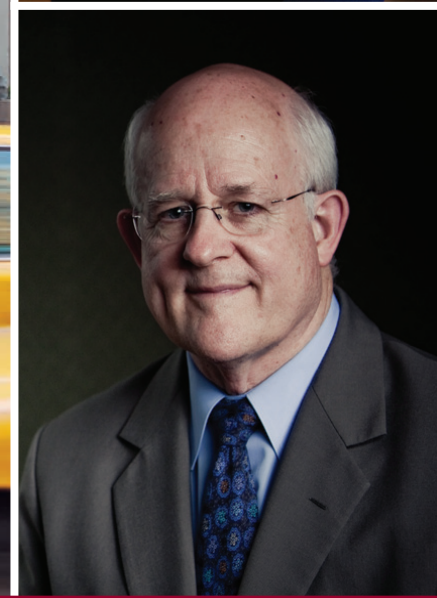
SCHOOLS OF BUSINESS

MARKETING AREA



FORDHAM UNIVERSITY

THE JESUIT UNIVERSITY OF NEW YORK



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Dear Colleague,

The Fordham Marketing Area continues to soar to new heights. Thanks to cutting-edge research and a range of new initiatives, our marketing faculty are quickly rising to prominence as leaders in marketing education.

Their latest initiatives include:

- Inauguration of the Annual Conference for Positive Marketing, which has been drawing marketing researchers from across the United States and around the world to discuss how best to leverage the power of marketing for the benefit of consumers, business and society at large.
- Design and installation of a new behavioral lab and participant pool to allow faculty and students alike to collect consumer data for their research projects in a highly controlled setting.
- Establishment of an interdisciplinary marketing minor for undergraduates that encourages collaboration among students and faculty across departments in business and liberal arts.
- Unveiling of the M.S. in Marketing Intelligence, a one-year program designed to launch high-potential recent graduates into successful marketing careers that require detailed understanding of consumers and markets coupled with qualitative and quantitative evidence-based decision-making.

None of this would be possible without the dedication of our spirited marketing faculty. We invite you to learn more about them across the four areas in which they engage: Teaching, Research, Industry and Community.

For additional information, please visit <http://business.fordham.edu/marketing>.

Sincerely,



Donna Rapaccioli
Dean of Faculty
Dean, Gabelli School of Business



David Gautschi
Dean, Graduate School of Business

SCHOOLS OF BUSINESS
MARKETING AREA

TEACHING



“THE BEST PART IS THAT WE LEARN FROM AND INSPIRE EACH OTHER, THUS HELPING TO ENSURE THAT WE ARE EACH THE BEST TEACHERS WE CAN BE.”

HOOMAN ESTELAMI

Passionate pioneers. That is how my marketing colleagues and I approach education — as passionate pioneers. Of course, we work hard to ensure that our students are actively engaged. We also use a variety of pedagogical approaches to appeal to a wide spectrum of learning styles. Yet it’s when we find that the ideal resources for our courses do not exist in the marketplace that our passionate pioneer selves are really unleashed. In my case, I’ve written nine case studies — most related to financial services marketing — and five simulations, each designed to empower students to make critical marketing decisions. I was one of the first at Fordham to not only develop online courses, but to also incorporate web-based instructional technology in my traditional courses. And, I’m not alone in building new resources for my own teaching. My colleague Luke Kachersky engages students in the design of course wikis that serve as resources throughout the semester and also during the professional careers of his students. And Mohammad Nejad recently created his own customized SPSS manual designed to provide students with step-by-step instruction for performing critical analytics related to customer loyalty and retention. The best part is that we learn from and inspire each other, thus helping to ensure that we are each the best teachers we can be.



LERZAN AKSOY

This past year saw a complete transformation in the way we deliver business core courses in our undergraduate curriculum. Through our new “Integrated Core” initiative, we are blending theory with practice within and across disciplines and ensuring that students make connections between topics so as to come away with an understanding of business as a cohesive whole. This is made possible by closely coordinating the content faculty deliver with our new Integrated Project (IP), a running case where students apply knowledge gained in their core courses to a real company using real data. As the pioneering marketing faculty involved in this initiative, I, along with my colleagues Yuliya Komarova and Albert Greco, have had the privilege of witnessing a true metamorphosis in student learning. Personally, I am heartened to see the students appreciate the demands that the new curriculum puts on them. As one student put it, “Although the workload this semester was the toughest I have experienced, it was 100% worth it!”

“THROUGH OUR NEW ‘INTEGRATED CORE’ INITIATIVE, WE ARE BLENDING THEORY WITH PRACTICE WITHIN AND ACROSS DISCIPLINES AND ENSURING THAT STUDENTS MAKE CONNECTIONS BETWEEN TOPICS SO AS TO COME AWAY WITH AN UNDERSTANDING OF BUSINESS AS A COHESIVE WHOLE.”

RESEARCH



“MY COLLEAGUES AND I BELIEVE THAT MARKETING CAN AND SHOULD BRING ABOUT MUTUALLY AND EQUALLY BENEFICIAL EXCHANGE.”

BETH VALLEN

My colleagues and I believe that marketing can and should bring about mutually and equally beneficial exchange. In order to achieve this vision, we explore the implications of marketing for all parties involved in and impacted by marketing activities. In this spirit, my research focuses on the manner in which consumers address health goals in the presence of various marketing related stimuli aimed at these goals — such as nutrition labels, food menus, and food naming conventions. My current project with colleague Luke Kachersky explores the manner in which consumers evaluate products with labels highlighting the healthful or “good for you” aspects of a product versus unhealthy or “bad for you” aspects of a product. Research like this helps equip marketers to address the health-related needs of consumers and informs policy efforts aimed at protecting and educating consumers. And when it is cited in the popular press — as was the case when my *Journal of Consumer Research* article about the impact of food names on the evaluation of healthfulness and taste as well as consumption among dieters and non-dieters was cited in *U.S. News & World Report* — it can help encourage consumers to be more actively involved in their food choices and make more informed health-related decisions. Rigorous and relevant research to support marketing’s positive impact on society — that’s research at Fordham.



YULIYA KOMAROVA

New York City could easily be considered the epicenter of the world's consumption and the ultimate destination for anyone who seeks to better understand consumption as a complex and multi-faceted phenomenon. My own research focuses broadly on the psychology of consumer decision-making. I am particularly interested in uncovering insights into how consumers evaluate the ethicality of their own actions and those of others, as well as the actions of firms in the marketplace. Along these lines, my recent *Journal of Marketing Research* article examines an important consumer skill — the ability to recognize when advertisements are trying to deceive. In our functional MRI study, my co-authors and I observed disproportionately greater brain activity in response to claims that are moderately deceptive than those that are either believable or highly deceptive. My hope is that this research will help us to identify the conditions under which consumers are vulnerable to deceptive advertising and ultimately find ways to guard against such vulnerability. Through this research and that of my colleagues — from Lerzan Aksoy and Sertan Kabadayi's work on loyalty and trust to Beth Vallen's work on consumer welfare and health — the Marketing Area lives up to Fordham's mission and that of its business schools to promote a just and fair marketplace.

“THROUGH THIS RESEARCH AND THAT OF MY COLLEAGUES... THE MARKETING AREA LIVES UP TO FORDHAM'S MISSION AND THAT OF ITS BUSINESS SCHOOLS TO PROMOTE A JUST AND FAIR MARKETPLACE.”

INDUSTRY



“WE PRIDE OURSELVES ON BEING FACULTY WITH REAL BUSINESS EXPERIENCE WHILE ALSO PRACTICING THE COMPASSION THAT IS ESSENTIAL TO FORDHAM’S JESUIT IDENTITY. THE RESULT IS THAT WE TACKLE ISSUES THAT ARE IMPORTANT.”

LUKE KACHERSKY

At Fordham, we care about the impact our work has on industry. We pride ourselves on being faculty with real business experience while also practicing the compassion that is essential to Fordham’s Jesuit identity. The result is that we tackle issues that are important. As Research Director for our Center for Positive Marketing, I spearheaded the development of V-Positive and the Consumer Value Index. V-Positive measures the impact that brands have on seven different areas of consumers’ lives, while the Consumer Value Index tracks changes in marketing’s impact on people. Both yield specific insights that empower businesses to better the lives of their customers and, in turn, their own bottom lines. I revealed this new research to an audience of practitioners and academics at our inaugural Conference for Positive Marketing, while my colleague Dawn Lerman and I drew insights from V-Positive for a perspective piece published by the *Christian Science Monitor*. This pursuit of practical relevance is shared by our entire faculty, from Lerzan Aksoy’s work with industry on customer satisfaction and loyalty to Hooman Estelami’s consulting with financial services organizations. Our impact on industry is one part of what makes it so exciting to be in the Marketing Area at Fordham!

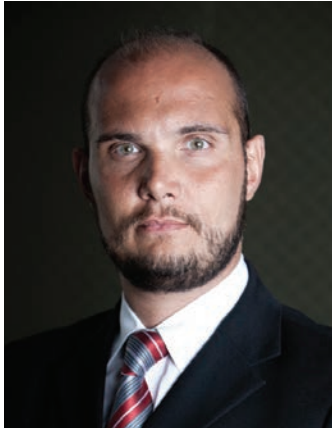


PETER JOHNSON

“New York is my campus. Fordham is my school.” It isn’t just our motto, it is also the relationship between a Fordham education and top business and political communities in the most vibrant city in America. A great example of this relationship is a recent project in which a colleague and I mentored graduate and undergraduate business students. These students worked together as real-world consultants to the City of New York’s Economic Development Commission and the producers of Fashion Week. Under our guidance, two student teams designed, executed and analyzed the economic impact of Fashion Week on the Lincoln Center area, right next to our Manhattan campus. Working intensively over the course of the summer, they applied their classroom learning to produce a professional-quality report that they presented to their clients just two days before the start of Fashion Week 2011. I am enormously proud that their work was featured in the *New York Times* as well as other industry publications. And of course, the opportunity to attend highly coveted Fashion Week events was an added bonus. We know that students want us to make it real — and that’s exactly what we can do with great students — and New York as our campus.

“NEW YORK IS MY CAMPUS. FORDHAM IS MY SCHOOL.’ IT ISN’T JUST OUR MOTTO, IT IS ALSO THE RELATIONSHIP BETWEEN A FORDHAM EDUCATION AND THE BUSINESS AND POLITICAL COMMUNITIES IN THE MOST VIBRANT CITY IN AMERICA.”

COMMUNITY



“WE TEACH STUDENTS TO UNDERSTAND THAT MAKING A DIFFERENCE IN SOMEONE’S LIFE CAN BE AS IMPORTANT AS CONTRIBUTING TO THEIR COMPANY’S BOTTOM LINE, AND THAT IN FACT, THE TWO GO HAND IN HAND.”

SERTAN KABADAYI

Marketing can bring positive change not only to businesses, but also to people and communities in need. Together with my Fordham marketing colleagues, we draw on this principle to guide our research and to inspire our students. We teach students to understand that making a difference in someone’s life can be as important as contributing to their company’s bottom line, and that in fact, the two go hand in hand. I have seen this first-hand in my role as faculty advisor to the Fordham Graduate Marketing Society (FGMS). This past year, FGMS members spent a Saturday painting wall murals at local school P.S. 36, one of the few New York City schools offering a core arts education. The FGMS goal was to encourage and inspire pre-school and elementary school students to make the most of their arts education. As it turned out, the Fordham students learned lessons that are relevant to their *own* education — lessons about creativity, division of labor, teamwork, and problem solving. How rewarding for me to see them live what they learn — and learn what they live! By engaging our students in extracurricular projects like this or the service learning projects that are integrated into both our graduate and undergraduate curriculum, my colleagues and I are helping to raise social consciousness and ensure that tomorrow’s marketing leaders will bring positive change to the world.



DAWN LERMAN

Like many universities, Fordham emphasizes education in the service of society. How we do it, however, is uniquely Fordham. My marketing colleagues and I founded the Center for Positive Marketing to help ensure that marketing helps improve the lives of consumers, and that companies earn a just reward in return. This theme runs through the knowledge we build, the curriculum we deliver, the connections we forge with alumni and the partnerships we develop with industry. And it all comes together each fall during what we call Positive Marketing Week. Dynamic workshops and speaking events, an academic conference drawing researchers from around the globe, and an awards and networking reception that includes a key note address by such high level executives as David Neeleman (founder/CEO, Azul; founder/former CEO JetBlue) and Salman Amin (SVP & Global CMO, PepsiCo), inspire researchers, students, and marketing professionals alike and keep the campus abuzz with positive energy about marketing and its potential to make the world a better place. As Executive Director of the Center for Positive Marketing, I am proud of what we have built and excited about our future. And I can think of no better place than Fordham to research, teach and practice marketing.

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