



Tennessee Wesleyan
UNIVERSITY

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The Dashboard

Goodfriend School of Business

March 2021



Master of Business Administration

MBA in Marketing Slated for August Start

Dr. Martha Maddox, Associate Dean for the Goodfriend School of Business, announced that a new Marketing concentration has been added to the curriculum of the Master of Business Administration (MBA) program, pending approval from SACSCOC.

Beginning with the Fall 2021 term, four new courses will be available to students entering the Marketing concentration:

- BUS 541 - Advertising and Promotion
- BUS 542 - Consumer Decision Making
- BUS 543 - Global Marketing
- BUS 544 - Marketing Analytics & eCommerce

"TWU has seen over a 100% increase in enrollment in the MBA program since 2017," Dr. Maddox explained. "As we have grown, many of our undergraduate students have asked about adding Marketing to our

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University Mourns Passing of Dr. Dan Fisher

Contributed by Paul Willson



"Dan Fisher was a joyous and intellectually curious human being who enjoyed, and influenced, a very broad circle of friends. He loved nature and the out of doors, and he cherished raising his family on a farm near Athens.

He came to McMinn County after a successful early career in Atlanta for a major accounting firm. He became the Chief Financial Officer of Plastics Industries (PI, Inc.), a leading manufacture of furniture parts and other

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"We were so fortunate to have Dan Fisher teach for us for over 12 years in the Goodfriend School of Business," stated Dr. Martha Maddox. "After retirement from TWU, he continued to work with the Goodfriend School of Business as he served on the Business Advisory Committee. He was such an inspirational faculty member and the students adored him."

MBA in Marketing Slated for August Start

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Marketing to our MBA program. I know that this will serve our students well as they continue to prepare for their future careers.”

“Our 10-course, 30-hour MBA program is 100% online, and offered in an accelerated format,” added Dr. Dan Gilbert, Director of the MBA Program. “In addition to the six MBA core courses that all students must complete, those pursuing a concentration in Marketing will complete the four courses in that discipline.”

MBA Marketing Course Descriptions:

BUS 541 - Advertising and Promotion

An examination of advertising, promotion, public relations, and brand messaging concepts used to persuade market segments. Advertising research, the promotional mix, social media advertising, corporate communications, and media planning are investigated.

BUS 542 - Consumer Decision Making

An investigation of the consumer decision making process and its relationship to marketing strategy. The influence of advertising, branding, communication, digital marketing, social media, and culture on consumer behavior will be studied.

BUS 543 - Global Marketing

An integrated approach to global marketing for understanding the relevance of culture to marketing and the strategic opportunities and challenges arising in their application in organizations. The course provides students with competencies to identify the role of culture in marketing and adopt a cultural approach to marketing that takes into account the complexity of the culture concept.

BUS 544 - Marketing Analytics & eCommerce

A study of marketing analytics tools available to organizations and how data is collected, analyzed and interpreted for converting shoppers into consumers. This course will examine the eCommerce systems that digitally

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University Mourns Passing of Dr. Dan Fisher

Contributed by Paul Willson

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plastic products. His ability to financially direct this company helped it expand into numerous markets and set up manufacturing facilities in other states. After Dan's retirement from PI, he was engaged in numerous business and academic activities including earning his Doctorate from Oxford University, England. He loved to travel, meet new friends, and teach at Tennessee Wesleyan University.

Dr. Fisher was a thoughtful and positive influence on his family, friends, and students. His love of reading led him to a leading position in the local library system. His long time membership in the Athens Kiwanis Club gave him further opportunity to help his community. Dan was quick to add insight and ideas to numerous projects, always adding value.

Dan's gracious spirit, engaging voice, warm collegiality, and friendly smile added great value wherever he went and will be sorely missed.”

Dr. Fisher passed away on January 28, 2021.

Dr. Martha Maddox provided the following tribute:

“We were so fortunate to have Dan Fisher teach for us for over 12 years in the Goodfriend School of Business. After retirement from TWU, he continued to work with the Goodfriend School of Business as he served on the Business Advisory Committee. He was such an inspirational faculty member and the students adored him.



He had a special place in his heart for international students and helped these students obtain internships in the community as well as hosted these students in his home. He had an entrepreneurial spirit and was always looking for innovative ways to strengthen the business school at TWU. You could always count on him to be cheerful and inspirational to all. His support of TWU and especially the Goodfriend School of Business will be missed.”

Bulldog Investment Club News

Contributed by Cody Demalavez, President

“The Bulldog Investment Club has been extremely fortunate to gain real investment experience within the stock market and more specifically, the S&P 500. From learning formulas and concepts in the classroom, being able to apply them with real money has given many of us real investment experience that would not have been possible without the Bulldog Investment Club.



Our first semester of Spring 2020, the club broke up into different sectors of the S&P 500 and worked in small groups to determine potential positions. For the Fall 2020 semester, we wanted to continue to diversify our portfolio by adding the sectors of Healthcare and Information Technology.

This Spring 2021 semester, we continued our diversification into Consumer Staples, Industrials, and Energy. This upcoming Fall of 2021, the club plans to finish diversifying into all 11 sectors of the S&P 500.

Since the club was founded, we met every two weeks during each semester. At the commencement of each meeting, we began with an overview of our portfolio to analyze our current positions. Return on each position and the total portfolio return are just two examples of what were looked at. During these meetings, we also went over formulas and ratios, and usually ended each with something to spark debate/thought.

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ENVITE Collaborative

The Envite Collaborative is a student-led venture that is focusing on student entrepreneurs. The New Venture Planning class has been split into four functional teams: management, finance, marketing, and inventory management with the task of opening a business in Elliott 120.



The physical storefront is open on Mondays-Wednesdays from 10am – 2pm and the online store highlights the collaborations with several student businesses. The website address is <https://envite-collaborative.square.site/>

The current store offerings include Make Shift Almighty branded apparel, vinyl creations by The Wooden Stack, jewelry from The Blissful Beadery Company, graphic art from Peachy Prints, and Brighter Days Vinyl Creations. The store also carries Goodfriend School of Business branded apparel.

“I am very proud of what the students have accomplished in such a short time frame,” explained Ms. Anne Montgomery, Associate Professor and Director of the LITE House, an entrepreneurial development center. “I am also proud that their mission for the venture is to promote other student entrepreneurs from all over campus. When we were researching starting the minor in Entrepreneurship, students told us that they wanted real-world experience in running a business. We are looking forward to continuing to build on the foundation that has been laid for the first student-run venture for the Goodfriend School of Business.”



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Bulldog Investment Club News

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During the Spring and Fall of 2020, an example of a topic discussed was 'how may COVID affect the market, and/or certain companies.' For this Spring 2021 semester, a broad range of topics were discussed such as 'with a new presidential administration, which companies may benefit/drawback.' Other smaller topics to spark thought included 'What is everyone's thoughts on Cryptocurrency and NFTs.'

Overall, once the research and analysis has been given, the club was able to list potential companies into one excel spreadsheet. From there, companies were chosen that were viewed as the best investments for the club. To note, the advisors of the club are also very informative and knowledgeable during each meeting. The club would not be where it is without the experience and thoughts of the current advisors. Also, the students of the club want to give a warm thank you to the donor of the club. Without Ric and BJ Galberaith, the club would be non-existent. Being able to invest real money into the stock market at the beginning stages of our career is a remarkable opportunity. Thank you!"

Note from the Associate Dean: Several BIC members participated in the Quinnipiac University G.A.M.E. forum held on March 25-26, 2021. BIC Faculty sponsors are Mr. Sandy Maddox, Dr. Sheron Lawson, Ms. Dana Hammontree, and Dr. Rufus Beaty.

The LITE Institute

Contributed by Anne Montgomery, Director of the LITE House



Photo Caption: Cody Demalavez, President of the Bulldog Investment Club, addresses the LITE Institute students on the financial investment tool, Market Q, used in the Financial Investments course.

"The LITE House at Tennessee Wesleyan University (TWU) was established in 2019 to build an entrepreneurial ecosystem for the community that leads innovators to excel by connecting them to needed resources to fuel their creative spark. In partnership with Main Street Athens, the LITE Institute is a program focused on entrepreneurship and community development for high school students, specifically those in the McMinn County School District.

This program will offer sophomore and junior students the opportunity to become more knowledgeable of McMinn County, the businesses located in the area, and social services. The institute will educate high school students about entrepreneurial principles and how their ideas can be implemented in their own backyard. Upon completion of the program, students receive a \$500 TWU scholarship."

ENVITE COLLABORATIVE

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Jake Murphy, who is pursuing a General Management emphasis with a minor in Entrepreneurship, provided photos and added the following comments: "The Envite Collaborative is a student led venture that is focusing on student entrepreneurs. The New Venture Planning class has been split into four teams: management, finance, marketing, and inventory management with the task of opening a business in Elliott 120. Our physical store front is open M-W 10-2 and we also have an online store that highlights our collaborations with several student businesses."



Management Excellence Program News

Contributed by Julianne Hale, ME Director

The Management Excellence (ME) program will undergo some changes this fall. Beginning in August, new students in the ME program will have the option to choose whether to attend their classes in-person on TWU's Athens campus or online via virtual classroom meetings. The time spent in the classroom will not change but students can choose whether to be in seat or to log into their classroom sessions virtually.

Our goal remains the same: to provide a top-notch business education catered to the needs of working adults. Our classrooms will remain interactive online and in seat, with students participating in classroom discussions, working in groups, and engaging with professors. We look forward to serving students both in and beyond the East Tennessee region.



In Memory of Kristi Carrigan

In February of this year, the Goodfriend School of Business lost a recent graduate of the Management Excellence program. Kristi Carrigan was a beloved mother, grandmother, and TWU student. She was known for her beautiful voice and bubbly personality. Her loss is felt by the faculty and staff of the Goodfriend School of Business, as well as students in the Management Excellence program. Our thoughts and prayers are with Kristi's family and friends.

Phi Beta Lambda News and Photos

PBL sponsored a Resume and Interviewing Techniques Workshop for students on March 16, led by Ms. DeLunda “Candy” Maddux, Director of Career Service & Multicultural Affairs. Students brought their résumés and participated in mock interviews facilitated by Goodfriend School of Business Faculty members.

Ms. DeLunda “Candy” Maddux →



← PBL President Jake Murphy invites all students to attend the monthly Tuesday meetings in the Lite House 2.0, on the lower level of Elliott Hall.

Faculty sponsors are Dr. Edwin Quinn, Ms. Wendy Pierce, and Ms. Dana Hammontree.

MBA in Marketing Slated for August Start

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enable commercial transactions. The concepts of Big Data, social media marketing, and mobile commerce are investigated.

Admission Requirements for the MBA with a concentration in Marketing:

Applicants to the MBA program with a concentration in Marketing must hold a bachelor’s degree from a regionally-accredited college or university with a major in Business Administration or a business-related field. Applicants with a bachelor’s degree in a non-business related field may apply for provisional admission upon submission of evidence of coursework within the four domains of management, accounting, marketing, and finance. Applicants taking any undergraduate coursework within these four domains would not be required to repeat the coursework at TWU for admission to the MBA program.

Ready to Launch: MBA with a General Concentration

In addition to the MBA with a concentration in Marketing, Dr. Martha Maddox announced that the Goodfriend School of Business is launching the MBA with a General concentration. This new concentration will be offered beginning with the Fall 2021 term.

To earn the MBA with a General concentration, the eligible student will select existing courses from the Management, Marketing, and/or Accounting concentrations.

“The General concentration in the MBA has been created for those individuals who desire a broader exposure to the multiple disciplines within business,” stated Dr. Maddox.

Admission Requirements for the MBA with a General concentration:

Applicants to the MBA program with a General concentration must hold a bachelor’s degree from a regionally-accredited college or university with a major in Business Administration or a business-related field. Applicants with a bachelor’s degree in

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Ready to Launch: MBA with a General Concentration

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a non-business related field may apply for provisional admission upon submission of evidence of coursework within the four domains of management, accounting, marketing, and finance. Applicants taking any undergraduate coursework within these domains would not be required to repeat the coursework at TWU for admission to the MBA program. Applicants planning to enroll in the Accounting concentration courses must meet the admission requirements for the Accounting concentration.

How to Apply to the MBA Program:

Point your browser to the following link and follow the prompts:

applytwu.force.com

Submit your official undergraduate transcripts as directed, and three letters of recommendation (2 faculty and 1 employer).

If you have questions, please contact Dr. Dan Gilbert, Director of the MBA Program, at 423-746-5280 or dgilbert@tnwesleyan.edu



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