

Created by Truman
State University's
School of Business
Academic Peer
Mentors

It's Everyone's Business

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This month we're switching it up...

Inside this
issue:

Five Minutes
with the
Professors...1-2

What to do
with a
Marketing
Major.....3

Raised as a
Chicken.....3

Instead of getting to know the mentors in this issue, we're giving you the chance to meet a few of the School of Business professors. Here they share their dream jobs, what they do on the weekend and a little advice.

Dr. Harrison

How long have you been at Truman?

I started at Truman in the Fall of 1987. I was on sabbatical for 1992-93 and on leave 1993-96 while I was at the University of Kansas working on my PhD. This is my 21st year of service at Truman.

What made you want to be a professor of your field?

I was a practicing accountant first. I had done some teaching in professional CPE courses and thought

that I would enjoy teaching and could do a reasonable decent job at. It also was a good choice to coordinate my career with my wife's career since she is a professor of Classics (Latin and Greek) here at Truman.

If you had to choose a career that had nothing to do with your field, what would you be?

Statistician/scorekeeper for the St. Louis Cardinals or Philadelphia Phillies (or any major league baseball team except the Yankees).

It is Friday/ Saturday night, what are you doing?

Hanging out with my wife, maybe at home or maybe at a concert on the square or a concert (usually classical) on campus. Watching a baseball game is also a possibility.

If you could give one piece of advice to the "mentees" for their collegiate career, what would it be?

Be involved in three co-curricular organizations. More than three is generally too many; less than



three and you probably are not exploring multiple dimensions of who you are. This would definitely be scaled back if you are working more than 10 hours a week.

What is your favorite movie?

Lord of the Rings (all 3 parts)

What is the last song you listened to on your ipod, radio, CD player, etc.?

Probably all of the Tracks from the "Thanksgiving" album from Windham Hill. It is a "New Age" compilation of music for November.

“Explore, and invest your time wisely.”

-Dr. Blum

Dr. Blum

How long have you been at Truman?
24 years.

What made you want to be a professor of your field?
I enjoy the learning process and involvement with students as they seek to learn and grow. The university level was mentally challenging. I enjoy the time allowed one at the university to discover areas of interest.

If you had to choose a career that had nothing to do with your field, what would you be?
A sports agent. It combines my interests in

sports as well as my interest in negotiation behavior.

It is Friday/ Saturday night, what are you doing?
I am with my wife going out to eat and later visiting the home of friends.

If you could give one piece of advice to the "mentees" for their collegiate career, what would it be?
Explore, and invest your time wisely.

What is your favorite movie?
I grew up in rural southern Minnesota so I have watched the movie “Hoosiers” more than once and enjoyed it.



What is the last song you listened to on your ipod, radio, CD player, etc.?
I rarely listen to music intentionally. In my case at least casual listening to country or oldies (70s) stations does not allow for accurate recall.

Dr. Castillo



How long have you been at Truman?
2.5 years

What made you want to be a professor of your field?
The thought that through my efforts relationships with Latin America, Mexico in particular, could be enhanced by either my research in the area or, perhaps, my students.

If you had to choose a career that had nothing to do with your field, what would you be?
Astronomer

It is Friday/ Saturday night,

what are you doing?
I am out with my professor/staff friends talking about the big issues of the day or talking philosophically about the deep thoughts of men/women we admire and whose writing we follow

If you could give one piece of advice to the "mentees" for their collegiate career, what would it be?
It is quite alright to be uncertain about your path (for even years!), we all have been in your shoes. If you find you are not particularly passionate about any particular business

area, for now select the one that you find reasonably “fun” and go for it! Who you are and the values you hold are still developing in you, be patient and allow this to open doors beyond that which you education opened. Do not despair.

What is your favorite movie?
Dr. Strangelove

What is the last song you listened to on your ipod, radio, CD player, etc.?
“Take a Vacation” by The Young Veins

What to do with a Marketing Major

One of the great things about Truman's School of Business is the varying choices of concentrations for the Business Administration major. Marketing is a popular concentration, and rightfully so. When I came to Truman, I thought marketing was all about selling a product which is a common perception; the actual major is much more diverse.

According to the American Marketing Association, Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. AMA is a professional association for professionals and organizations in the marketing profession.

Marketing is critical for the success of any organization. Market-

ing is all about developing the tools to satisfy a targeted audience's need through research, design, and maintenance. The major combines math and statistics with organizational skills and studying human behaviors.

One surprising fact is that a major portion of the workforce is either directly or indirectly working in a type of marketing job. Also, demand for marketing experts is not affected by economic fluctuations. Jobs in marketing include research, sales, brand/product marketing, advertising, and public relations.

You may consider exploring marketing if you enjoy teamwork, can think of new creative ways to do things, and have good perceptions on human behavior. Marketing people have a better chance

at advancing to decision-making positions than other jobs.

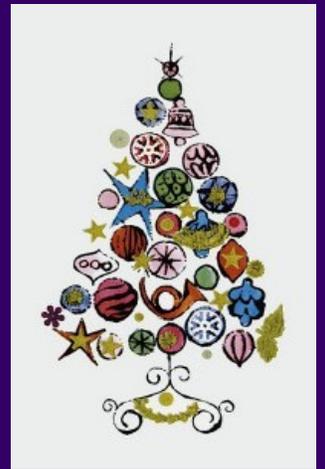
At Truman, Marketing majors are able to work with real customers and develop real marketing plans that can be implemented. Some classes you'll be expected to take are consumer behavior and marketing research. These enable all marketing majors to explore the diversity of the major.

One note to remember, good marketers are able to convince people that a product fulfills one of their needs. Great marketers are able to convince consumers that a product fulfills a need they didn't even know they had. Truman's marketing program truly makes the difference between a good marketer and a great one.

— Jean Xie

Happy Holidays!

From the Peer Mentors



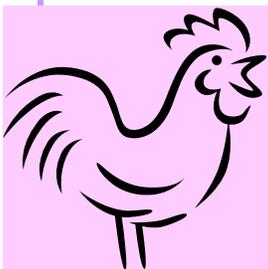
Truman State University
School of Business
Academic Peer Mentor Program

The Academic Peer Mentor Program is housed in the Business Academic Advising Center in Violette Hall 2416. The Peer Mentors are upper-class students in the School of Business majors: Accounting and Business Administration. The mentors are paired with first-year Pre-Accounting and Pre-Business majors, to provide them with peer advice and support.

The mentors have regular office hours each week, during which they are available to meet with their assigned mentees and any other student who wishes to talk with an upper-level major about the benefits and opportunities in the School of Business. Click on the links below to access information and office hours about the individual peer mentors.

Please feel free to contact Kayla (krj3167@truman.edu) if you have any comments/questions/concerns about the newsletter.

Raised as a Chicken



Once upon a time, there was a large mountainside, where an eagle's nest rested. The eagle's nest

contained four large eagle eggs. One day an earthquake rocked the mountain causing one of the eggs to roll down the mountain, to a chicken farm, located in the valley below. The chickens knew that they must protect and care for the eagle's egg, so an old hen volunteered to nurture and raise the large egg.

One day, the egg hatched and a beautiful eagle was born. Sadly, however, the eagle was raised to be a chicken. Soon, the eagle believed he was nothing more than a chicken. The eagle loved his home and family, but his spirit cried out for more. While playing a game on the farm one day, the eagle looked to the skies above and noticed a group of mighty eagles soaring in the skies. "Oh," the eagle cried, "I wish I could soar like those birds."

The chickens roared with laughter, "You cannot soar with those birds. You are a chicken and chickens do not soar."

The eagle continued staring, at his real family up above, dreaming that he could be with them. Each time the eagle would let his dreams be known, he was told it couldn't be done.

That is what the eagle learned to believe. The eagle, after time, stopped dreaming and continued to live his life like a chicken. Finally, after a long life as a chicken, the eagle passed away.

You become what you believe you are; so if you ever dream to become an eagle follow your dreams, not the words of a chicken.