

MENDOZA EXCHANGE

News & info for faculty and staff at Mendoza College of Business

MARCH 28, 2022

FROM THE DEAN'S DESK

Guest column: Shankar Ganesan

The Marketing Department is delighted to announce a new Master of Science in Digital Marketing (MSDM). This one-year residential program will offer a comprehensive, rigorous, graduate-level education to students with both non-business and business backgrounds to enter into the burgeoning field of Digital Marketing. In the coming months, we plan to announce and market this program to ensure a talented and diverse cohort of students joining us in fall 2023.

I want to recognize some of the many people who were instrumental in getting us to this point. Thanks to [Dean Martijn Cremers](#) and [Ken Kelley](#) for their enthusiastic support and sponsorship of the cutting-edge program proposal we developed. Both [Joe Cherian](#) and [Kristen Collett-Schmitt](#) helped navigate the proposal through numerous committees. And finally, special thanks to members of the **Marketing Department** for their valuable advice and helpful input.

The MSDM program will train students to lead in a field of business where the demand for digital marketing professionals is increasing rapidly. More firms now expect employees to be familiar with the extraction, processing, analysis and protection of data from various digital sources to assist them with digital marketing, social media engagement, data privacy and multi-channel resource allocation.

The MSDM is an analytically-oriented graduate program focusing on broader strategic issues of digital transformation as well as digital and social media marketing and strategy, online marketing decision models, digital branding, pricing, distribution, advertising, promotion decisions, customer management, machine learning and artificial intelligence applications in the digital domain. In addition, by addressing issues such as privacy and ethics, mitigating algorithmic biases, and curtailing the spread of misinformation, we will produce graduates whose actions will bear fruit for society's common good. A vital element in this program will be an experiential learning opportunity through a new course, Applied Digital Marketing, where students will spearhead the design, deployment and optimization phases of live digital marketing campaigns.

The MSDM will also deliver on the college-level Objectives and Key Results for the Academy (OKRA) of engendering a diverse, equitable and inclusive culture. The program will continue the marketing department's already strong track record of gender diversity, as over 65% of students across all marketing programs are female. In addition, a key priority will be creating cohorts of MSDM students with a rich diversity of backgrounds and perspectives where all students, including marginalized and underrepresented populations, are integral and meaningful members.

In many ways, the new MSDM is a natural extension of the digital marketing offerings the department has introduced in recent years. The department currently offers a Digital Marketing track for the UG Marketing majors, a Digital Marketing minor program for non-Mendoza undergraduates, and a STEM-designated Digital Marketing and Marketing Analytics major within the MBA program.

We are creating a website for this program and look forward to providing details as soon as it is ready.

Shankar Ganesan
John Cardinal O'Hara, C.S.C. Chairperson & Professor
Department of Marketing

CALENDAR

[Check the calendar for upcoming event details.](#) Contact mendozabusiness@nd.edu for event posting access.

UPCOMING

MAR. 31

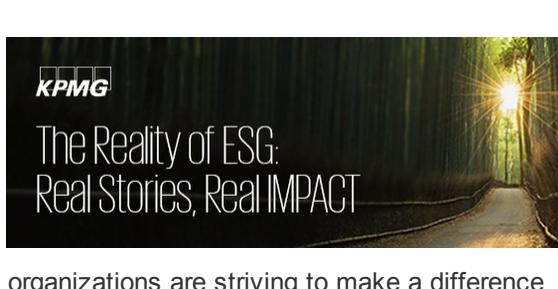
Wilmington Speaker Series: Todd Combs

5:20 p.m.; *Jordan Auditorium, Mendoza College of Business.* ([more info](#))
NDIGI is excited to host Todd Combs, an investment officer at Berkshire Hathaway alongside Warren Buffett, and President and Chief Executive Officer at GEICO. There will be a joint NDIGI/KPMG reception with Chick-fil-A in the Mendoza Atrium immediately following the event. ([registration required](#))

MAR. 31

ESG: How you can make an IMPACT

7 p.m.; *Jordan Auditorium, Mendoza College of Business.* ([more info](#))
ESG-principled investing, impact measurement, and investor reporting are gaining more and more momentum. But what does it mean for businesses that are public vs private? Join KPMG for a presentation filled with real stories of how clients and organizations are striving to make a difference through ESG. There will be a joint NDIGI/KPMG reception with Chick-fil-A in the Mendoza Atrium preceding the event. ([registration required](#))



APRIL 1

Ten Years Hence: Asteroid Mining – A Trillion Dollar Industry for the 21st Century

10:40 a.m.; *Stayer Commons A* ([more info](#))
Dr. Robert Jedicke has had professional careers in particle physics, astronomy, and software engineering. He received his Ph.D. in experimental particle physics from the University of Toronto, Canada. His current research includes working with Trans Astronautica Corporation to develop techniques for mining asteroids to provide water as fuel for spacecraft missions.

APRIL 1

Diversity, Equity and Inclusion Grow the Good in Business Case Competition Awards Ceremony

11 a.m.; *Jordan Auditorium, Mendoza College of Business* ([more info](#))
Three finalists out of nearly 30 teams will present their business solutions to the wealth gap in Indiana. Karrah Herring, Chief Officer of the Office of Equity, Inclusion and Opportunity for the State of Indiana, will serve as the keynote speaker. The competition's case is a real issue provided by the State of Indiana, one of the event's sponsors. Other competition sponsors include the Notre Dame Deloitte Center for Ethical Leadership, KPMG, the South Bend-Elkhart Regional Partnership, 1st Source Bank and Gibson Insurance.



DIVERSITY, EQUITY & INCLUSION

Submissions welcome! Click [here](#) or email mendozabusiness@nd.edu.

THRIVE!

Are you interested in professional development, networking, career growth, and access to University senior leadership? Now is your opportunity! Consider nominating yourself for one of the many leadership opportunities within [Thrive!](#) All members are welcome to apply for one or more of the following roles: board positions, communications committee, engagement committee, mentoring committee, professional development & networking committee or the Thrive! ambassadors group. To nominate yourself, please visit click [here](#).



Visit the [Mendoza diversity, equity & inclusion resource portal](#) on the Mendoza Exchange site to find events, articles, workshops, videos and more to help you live out the principles of diversity, equity and inclusion both in the workplace and the classroom.

FAC/STAFF UPDATES & INFO

Submissions welcome! Click [here](#) or email mendozabusiness@nd.edu.

LAST CHANCE!

Mendoza Dean's Awards Nominations

Recognize the hard work and dedication of your fellow staff members through our annual Mendoza's Dean's Awards for Excellence. These awards are presented to both individuals and teams.

Information about the awards and criteria for consideration can be found [here](#) and nominations can be submitted [here](#) no later than **March 30**.

HUMAN RESOURCE CONSULTANT



Kim Patton has been a member of the Human Resources Consultant team for over 6 years. In addition to Mendoza, Kim's client groups include the College of Arts & Letters, College of Engineering, College of Science, School of Architecture, IDEA Center, DeBartolo Performing Arts Center, ND Research, Office of General Counsel, and University Relations.

Kim has over 30 years of higher education experience with 14 of those years at the University of Notre Dame. She started her career at Notre Dame in the Mendoza College of Business and has also worked in University Relations and the Graduate School. Prior to Notre Dame, Kim worked for Purdue University and Saint Mary's College.

Kim has a Bachelor of Science in Business from Indiana University and a Master of Science in Education Administration from Purdue University.

Please join us in welcoming Kim to Mendoza as our Human Resource Consultant!

CAREER

- [Administrative Assistant, supporting the Finance Department](#) (closes April 1)

WELCOME TO MENDOZA

Kelly Favory joined the Graduate Business Career Development team as an Employer Relations Program Manager supporting the Mendoza MS programs (MSM, MSA, MNA, MSBA, MSF). Previously, Kelly was the Director of Greater Indianapolis Education Programs at Ball State University where she was responsible for the overall administration, management, and delivery of professional development and enrichment programs at the Indianapolis and Fishers satellite centers.

KUDOS

Congratulation to Marketing's **Frank Germann** for receiving the 2021 AMA/Marketing Science Institute/H. Paul Root Award for the paper, "Do Marketers Matter for Entrepreneurs? Evidence from a Field Experiment in Uganda" in the Journal of Marketing.

IN THE NEWS

"If Mr. Putin claims he's going to expropriate those assets, you may as well act as though it's going to happen," said M&O's **James O'Rourke** in a [Hill piece](#).

Seniors **Allan Njomo** and **Tess Geishauer** were named to Poets & Quants' 2022 list of the "Best & Brightest Business Majors". Read the story and the students' profiles [here](#).

For more stories and news, visit mendoza.nd.edu/new-events.

WATCH, LISTEN, LEARN

Undergrad's **Jessica Noffsinger** was featured in a [video](#) about the Ivy Tech Learning at Work program. The video currently appears on the **Endeavor** home page and was filmed in Stayer.



SUBMIT NEWS!



Contact: Carol Elliott
Department of Communications
Mendoza College of Business
574-631-2627
celliott1@nd.edu

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