

FSU Marketing Club Goes Above and Beyond

by L'Asia Brown

In the midst of a slowly recovering, dreary economy wracked with high unemployment rates and families with record low amounts of disposable income, big corporations and small businesses alike are looking to better their marketing and advertisement efforts to keep revenues up. With the constant threat of being laid off or subject to salary reductions, some people are shopping for Money Market and Savings accounts more than they're shopping at the mall and with a sense of financial paranoia lurking in the air of a still fragile American economy; some of our favorite products and services are losing much of their delicious appeal. Having to avoid that pricey new toy can evoke feelings of guilt, but many parents are ignoring their children's temper tantrums in Toys 'R' Us and dragging them to A.C. Moore to find inexpensive arts & crafts. Sales at Forever 21 and Charlotte Russe are up while Express and Hollister are seeing declines. With this "Save, Save, Save" mindset taking over, businesses are employing the best in the marketing field to try and sway even the most stubborn of shoppers.

Here at Fayetteville State University, an old organization is seeing new growth. The Marketing Club, led by President Daniel Kittrell and Vice President Courtney Miche, is one of the fastest growing, most successful student organizations on campus. Kittrell and Miche became involved in 2008, and quickly rose through the ranks by dedicating time, effort, and excellence to Marketing Club goals, missions and events. The addition of the new Marketing minor available to students of all majors at Fayetteville State University certainly has given the Marketing Club some stable ground and support. "The new marketing major is definitely a good addition for all majors. Marketing skills are very valuable," commented President Kittrell. The Marketing Club has participated and hosted several highly successful events during the 2009-2010 year, some of which took place

beyond the campus and directly benefited local business establishments in the community of Fayetteville.

The Marketing Club won the Annual Holiday Food Drive hosted by the Student Government Association and Office of Student Activities. They beat out several organizations more than twice their size. Their coat drive proved timely during one of the fiercest southern winters in history. "We got more coats than we ever expected to and they went to a great cause since it was so cold!" said VP Miche. Perhaps one of their most impressive accomplishments was completing market research for T Alexander's, a fine male attire store in Cross Creek Mall. Membership in the Marketing club has grown exponentially in the past two years, in part due to the efforts of students who seek to expand their presence and involvement in a campus that is answering to the future that is calling.



photo by L'Asia Brown

Marketing Club President, Daniel Kittrell and Vice President, Courtney Miche



photo by Tia Gilliam

Shining Star

Sean Baker

Name: Sean Baker

Classification: Senior

Major: Political Science and History

Why did you choose to come to FSU?

I felt that FSU would give me a full college experience in addition to being able to develop a relationship with faculty and staff.

What does FSU mean to you?

Fayetteville State University means excellence all around whether it is dealing with academics, sports, clubs, and organizations.

What is your most memorable moment here at FSU?

Being Vice President of Student Government Association was one of my most memorable moments here at FSU? I

was able to travel to different Universities and meet many people. While doing this it made me realize why I wanted to attend FSU.

What is some advice for the incoming freshman?

Get involved on campus. By doing this your grades can improve as well as you will enjoy your college life more.

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after school programs. We had a lot more going on than you guys do now... So yeah I had a lot of mentors."

Not only did Baisden and the panel stress the need for good mentors in children's lives, they also touched on the need for good parenting. "Sometimes mentors have to save these kids from their own parents," said Baisden. Children need role models in order to develop into successful adults. When asked if she has a hero second grade audience member, Caihia White, said, "Yes my mom, because she cares about me."

Before concluding the event Baisden gave a donation of \$5,000.00 to the Caring family Network. A stunned Reddick Mack, the panel member representing Caring Family Network, was honored to receive the check for his organization. Mack thanked Baisden and promised to make sure the money would be used for the appropriate reasons.

Baisden was not the only one in the giving mood, a representative of the city of Fayetteville provided Baisden with a city coin. A Cumberland County representative also offered a small token of appreciation and told Baisden he will accept his challenge.

Not many FSU students attended, but those who were able to attend enjoyed it. Most left the building feeling a sense of responsibility and motivation. "I am more motivated to mentor and there's a couple programs on campus that are doing a few things I'm interested in so I may check them out," said junior Nicholas Lewis. Busier students, like Junior Justin Sanker, feel they do not have the time to mentor at the moment. "I'm busy with school work right now, but in the future probably," said Sanker. The dozens of kids who showed up for the mentoring event are counting on it.