HAUB STREET JOURNAL

FALL 2010 ACADEMIC CALENDAR

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<td>11/8</td>
<td>Mon</td>
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Save The Date for These Upcoming Events! See the Following Pages for More Information

- 10/18 Monday Business Intelligence Speaker Series
- 1/29 Saturday Graduate Business Men’s Basketball: SJU v. Temple

Check your email for additional events as they are added!

NetImpact/GBSA Networking Event
Thursday, Nov. 4 - 5:00 PM-6:30 PM - Mandeville Hall

Join NetImpact and the Graduate Business Student Association for Networking before class. Larry’s Cheesesteaks will be provided. This is a great opportunity to meet your fellow Graduate Business Students and learn more about the NetImpact group on campus!

SJU v. Temple Men’s Basketball Game
Sat, January 29 - 11:00 AM - Palestra

Tickets will be at the special price $8 each, and your friends and families are welcome! We have only reserved a limited block of tickets, so order your tickets through the GBSA Store at www.sju.edu/mba today.

We hope to see you on the 29th! The Hawk Will Never Die! Presented by the Graduate Business Student Association.
Upcoming Study Tours:

**MKT 650 - Marketing Study Tour - March 3-13, 2011 (Paris, Geneva, and Zurich) - Dr. Diane Phillips**
Students will engage in a complete cultural immersion of three distinct cultural/business environments: Paris, Geneva, and Zurich. By engaging in numerous cultural experiences and business visits, students will be able to observe key differences in the development of green marketing strategies, implementation of marketing plans, focus on the consumer, impact of regulatory restrictions, and impact of culture.
Prerequisite: MKT 550 (previously numbered as MBA 4615)

**RMI 770 - Risk Management/Finance Study Tour - May 18-28, 2011 (Bermuda) - Dr. Jean Heck**
Prerequisite: Waiver or Completion of FIN 503 (previously numbered MBA 3315).

Congratulations, September 2010 Graduates!

**MBA**
Jeremy Beil
Ashley Burke
Min-Tseng Chien
Glenworth Cummings
Tara Fallinger
Debra Fondi
William Gallo
Wesley Gougeon
Ben Heckman
Matthew Herzog
Robert Hill
Tara Lehman
Bryan Lux
Patrick McDevitt
John Memwether
Lindsay Mulgrew
Christian Nesher
Heather O’Brien
Amanda Patterson
Matthew Pedicino
LaSandria Penny
Christopher Pino
Michael Shema
Delian Spassov
Shonda Stevens
Julie Stonelake
Paul Strommer
Drew Weinstein
Jonathan White
Thomas Bland
Alan Clark
Barbara DeLucchio
Irina Dymarsky
Takiya Holley
Debra Lafferty
Christopher Mara
Christopher Wachowiak
Lauren LaMonaca
Sean McLaughlin
Gregg Ridge
Matthew Viall
Ryan Wilson

**MSHRM**
Michael McNamee
**MIM**
Stephan Young

New Course for Spring 2011
**MKT 608: Marketing & Social Media**
Social media is a fast-growing, ever-evolving, and entrepreneurial space that is not well understood from a strategic marketing perspective. While traditional advertising declines, by 2014 social media spending by advertisers will reach $3 billion annually. Savvy, strategic-minded marketers, managers, and consultants who stay abreast of the constant innovation have the potential to develop highly innovative, effective, and value-creating marketing strategies that use social media in conjunction with other types of media and promotions.
This course covers advertising, marketing, and communications strategies in the new media landscape. We will look at the current media landscape and the strategic opportunities (and challenges) that it affords marketers who are concerned with how to efficiently and effectively advertise/promote brands and products.

Upcoming YPN Networking Events:

**Thursday, Nov. 4**
Networking at the Comcast Center
Remarks by William Hankowsky, CEO of Liberty Property Trust
6:00 pm-8:00 pm
The Marketplace
1701 JFK Blvd., Philadelphia

**Thursday, Dec. 16**
Networking at the Kimmel Center
Remarks by Ed Cambrion, Executive Director of the Philadelphia International Festival for the Arts
6:00 pm-8:00 pm
Hamilton Garden
260 S. Broad Street, Philadelphia

For more detailed information, please visit the YPN website at [www.ypnphilly.com](http://www.ypnphilly.com)
Pedro Arrupe Center for Business Ethics
2010 Graduate Student Business Ethics Paper Competition

The Pedro Arrupe Center for Business Ethics is accepting applications from all HSB graduate business students for papers that integrate issues of ethics and social responsibility into Haub School of Business coursework. Students will compete for the following monetary awards:

First Prize: $2,000
Second Prize: $1,500
Third Prize: $1,000

The competition is open to ALL HSB graduate students, including those graduating in December 2010, in ALL HSB graduate business majors and programs. Only papers that conform to the guidelines for the competition and contain rigorous ethical analysis will be considered for prizes. Students are encouraged to use Amupe Center Collection materials, which are integrated with all other materials in the Drexel Library. Also, students may refer to the Business Ethics Library Toolkit on the Drexel Library website.

Here are some more details:

- The final deadline for submitting papers is **Monday, January 21, 2011 (by 11:59pm).** Papers may be sent via email or U.S. Mail, or brought to the Amupe Center in 309 Mandeville in person.
- The guidelines are available on the Amupe Center web site at [http://www.sju.edu/academics/centers/arrupe/ethicspapers.html](http://www.sju.edu/academics/centers/arrupe/ethicspapers.html). You may view and print the guidelines from the site.
- Of course, the Amupe Center staff is glad to help you with your questions. For more information, please contact: Lisa Nelson lnelson@sju.edu.

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**FEEDBACK**

We want to hear from you! Are there any ideas that you think could enhance the Graduate Business programs? Are there any topics you would like to see covered in the **HAUB STREETJOURNAL**? Let us know - we want your opinions! All ideas are welcome!