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# Raj Soin College of Business Newsletter - September 2019

Raj Soin College of Business

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## MESSAGE FROM THE DEAN

Thomas Traynor, Ph.D.

The Fall Semester is off to a great start this year at the Raj Soin College of Business. In addition to the new students that we have welcomed to the college, we held the grand opening of our new Career Management Center which is now under the direction of our career consultant, Twila Murray.



This issue also includes stories about our new master's degree program in Marketing Analytics and the Raj Soin College of Business' renewed designation as a *U.S. News and World Report* Best Business School—undergraduate.



## Raj Soin College of Business opens new Center for Career Management

The Wright State University Raj Soin College of Business celebrated the opening of the new Center for Career Management with a ribbon-cutting ceremony in Rike Hall on Aug. 20.



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## **New master's degree in marketing analytics and insights**

Students and business professionals interested in gaining a deeper understanding of marketing strategy and data analytics can now pursue a new master's degree from the Wright State University Raj Soin College of Business.

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## **Business, engineering, programs among the best, says *U.S. News and World Report***

*U.S. News and World Report* has named Wright State University's graduate engineering and undergraduate business programs as among the best in the nation for 2020.

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# Raj Soin College of Business opens new Center for Career Management

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By Brian Patch

August 30,  
2019



From left: Riley Williams, business economics major; Provost Susan Edwards; Ann Runner, vice president human resources, Emerson; President Cheryl B. Schrader; Tim Griffith, president, Speedway; Thomas Traynor, interim dean, Raj Soin College of Business; and Twila Murray, career consultant, Raj Soin College of Business.

The Wright State University Raj Soin College of Business (RSCOB) celebrated the opening of the new Center for Career Management with a ribbon-cutting ceremony in Rike Hall on Aug. 20.

Sponsored by Speedway, with additional support from Emerson, the Center for Career Management offers students career educational and placement activities. Students can use the center to meet with employers and work on other activities specifically related to career management.

The center comes with advanced video conference technology, a large conference room and professional interview spaces. A key objective that will now be realized is to provide students with the tools to improve their interview skills, including the ability to record and listen to mock interviews.

Thomas Traynor, the interim dean of RSCOB, says the center will provide students the tools to take control of their careers during and after their time at Wright State.

“The Center for Career Management will serve as the hub for the career education and placement activities of the Raj Soin College of Business. Our students will now receive career-related support and meet with employers in a space dedicated solely to career management,” Traynor said. “The center will enable us to serve more students and employers each year, facilitate increased student interaction with our business partners and expand the scope of career preparation activities for business students at Wright State. Our goal is to not only place students in their first job, but to also help them fully understand the standards of professionalism and etiquette, and manage their careers long after they have graduated.”

Traynor also thanked the sponsors of the center, Speedway and Emerson, for their tremendous contributions to the students at Wright State.

“I am very pleased with the long and multi-faceted relationship that Speedway has had with the Raj Soin College of Business at Wright State University,” he said. “Through scholarships, internships, employment of our business graduates, executive education and now financial support for our new Center for Career Management, Speedway has partnered closely with the Raj Soin College of Business to help meet its workforce needs. We are excited for our growing partnership with Speedway and our role in helping them to propel their now nationwide business forward while also advancing the entire business community in southwest Ohio.”

“Emerson, another longtime partner of the university, has also been a strong supporter in the creation of this center because of our shared vision to expand workforce development activities,” he said.

Representatives from both Speedway and Emerson attended the ribbon cutting.

Tim Griffith, president of Speedway, told attendees that Speedway recruits more graduates from Wright State than any other university in the Miami Valley. “Speedway has had a long-standing partnership with Wright State University, and we were pleased to be able to fund the Center for Career Management,” Griffith said. “We see Speedway’s partnership with Wright State’s Raj Soin College of Business as a long-term investment in our local community and an important part of our recruiting strategy. This investment will pay dividends by helping place Wright State graduates into great careers, many of which can be found right here in the Miami Valley. Having the Center for Career Management within the business college will facilitate ease of use for recruiters and encourage students to take advantage of the availability of the staff and advisors as they seek employment opportunities.”

The Center for Career Management will be available to all students in or intending to be in RSCOB beginning with the fall 2019 semester.

## About Speedway

Speedway is the nation's second largest company-owned and -operated convenience store chain with nearly 4,000 retail convenience stores across the United States. Headquartered in Enon, Ohio, Speedway is a subsidiary of Marathon Petroleum Corporation (NYSE: MPC). For more information, visit [www.speedway.com](http://www.speedway.com).

# Wright State offering master's degree in marketing analytics and insights

 [webapp2.wright.edu/web1/newsroom/2019/09/09/wright-state-offering-masters-degree-in-marketing-](http://webapp2.wright.edu/web1/newsroom/2019/09/09/wright-state-offering-masters-degree-in-marketing-)

By Bob Mihalek

September 9,  
2019



Students and business professionals interested in gaining a deeper understanding of marketing strategy and data analytics can now pursue a new master's degree from the Wright State University Raj Soin College of Business.

Enrollment is now open for the new Master of Science in Marketing Analytics and Insights, offered by the college's Department of Marketing. The new program is STEM-eligible, which allows international students to stay in the U.S. for up to 36 months.

"The new degree program is believed to be the first master's in marketing analytics program in the state," said Kendall Goodrich, professor and chair of the Department of Marketing.

The program will give students a deep background in marketing, strategy and consumer behavior while helping them understand how to analyze and interpret data and apply that knowledge.

"Students who go through the program will learn to identify and solve marketing problems with data analytics," said Bin Li, assistant professor of marketing, who teaches Big Data and Predictions, among other courses in the program.

Students will also learn how to interpret data from different sources, whether online or from a company's sales or customer databases, to better understand customers.

“Students are going to get a fundamental grounding in marketing strategy and understanding the customer and how you can use data for actionable insights to better serve customers for greater business growth,” Goodrich said.

“Employers have given us very positive feedback to our approach of integrating analytics with the functional areas of business administration, and the M.S. in Marketing Analytics and Insights does just that,” said Thomas Traynor, interim dean of the Raj Sooin College of Business.

The program is designed to provide practical strategies and applied capabilities. Data analytics courses cover common tools and technologies used in marketing analytics, including traditional marketing, segmentation, new product forecasting and big data. The courses cover traditional and cutting-edge techniques to help prepare students “for the future of marketing,” Li said.

The program also emphasizes marketing strategy and customer orientation to differentiate it from statistics or computer science programs. “Marketing analytics are a way the student can apply techniques from statistics and computer science to solve marketing problems,” Li said.

Students in the program must complete eight core courses covering such topics as marketing strategy, research, consumer behavior, digital marketing, introductory and applied analytics in Excel and big data. Students also choose two electives from an offering of courses in marketing, economics and management information systems.

Students must complete a capstone research project. Each student will design their own capstone project in which they analyze data from a real company and devise recommendations that could be used in a business situation. Marketing faculty will work closely with each student to design a project that meets their career goals.

The program will appeal to business and marketing students, professionals who want to bolster their analytical knowledge, professionals working for analytical firms who want to improve their business acumen and anyone with an engineering or mathematical background interested in business.

The Department of Marketing launched the new master’s program to meet a growing need for professionals with marketing and analytical backgrounds. The number of analytics jobs around the United States is expected to triple, while the number of qualified data-literate managers is expected to fall short of demand by 1.5 million.

“Studies have found that universities aren’t doing enough to fill the gap,” Goodrich said. “We believe marketing analytics is an area that students will want to know more about.”

For more information about Wright State's M.S. in Marketing Analytics and Insights program, contact Bin Li at [bin.li2@wright.edu](mailto:bin.li2@wright.edu) or Kendall Goodrich at [kendall.goodrich@wright.edu](mailto:kendall.goodrich@wright.edu) or visit [business.wright.edu/marketing](http://business.wright.edu/marketing).

# Wright State's engineering, business programs among the best, says U.S. News and World Report

 [webapp2.wright.edu/web1/newsroom/2019/09/09/wright-states-engineering-business-programs-among-the-](http://webapp2.wright.edu/web1/newsroom/2019/09/09/wright-states-engineering-business-programs-among-the-)

By Jim  
Hannah

September 9,  
2019



U.S. News and World Report has named Wright State University's graduate engineering and undergraduate business programs as among the best in the nation for 2020.

The magazine based its rankings on the judgments of deans and faculty members of peer institutions.

U.S. News ranked Wright State's doctorate-level programs in the College of Engineering and Computer Science 153rd out of the 213 programs surveyed. That ranks it higher than schools such as the University of Toledo and Western Michigan University.

The college enrolls more than 1,600 undergraduate students and nearly 500 graduate students from across Ohio, around the nation and from 33 foreign countries. Its bachelor's degree engineering programs are accredited by ABET, and the college has recently launched Information Technology & Cyber Security and Electrical & Computer Engineering Technology undergraduate programs.

Graduates of the Ph.D. programs are in high demand by regional employers and are competitive in the international research arena. The college has forged strong regional partnerships, with alumni in leadership positions at Wright-Patterson Air Force Base and local companies. Its faculty perform more than \$10 million in externally funded research on an annual basis.

The magazine ranked Wright State's Raj Soin College of Business 260th out of the undergraduate business programs that made the first cut to be included in the ranking survey. That places the college in the top 20% of the 1,543 regionally accredited four-year colleges and universities in the United States with bachelor's degree programs in business and extends its classification as a "Best Business School – Undergraduate" through 2020.

With an enrollment of approximately 1,200 undergraduate students and 600 graduate students, the Raj Soin College of Business holds accreditations in business and accountancy from AACSB and in MIS from ABET, and the quality of its degree programs have garnered the status of "Best Business School" with both U.S. News and World Report as well as the Princeton Review.

The Raj Soin College of Business has a long tradition of developing influential business leaders in the region and beyond. Through collaboration with the business community and alumni, the college continues to launch new academic programs and expand career opportunities for students by offering the benefits of a comprehensive business program and a diverse student body. At the same time, small class sizes and supportive faculty offer students the individual attention they need to excel.