This winter marked the retirement of Distinguished Professor David L. Kurtz after 22 years of dedicated service to the Department of Marketing & Logistics at the Sam M. Walton College of Business. Kurtz’s legacy, however, will unequivocally continue well beyond his retirement. The outstanding faculty he recruited are now intellectual leaders in the department and in their fields, the students he taught have filled the ranks of the business world and academia, the research he pioneered has changed the face of marketing education, and the textbooks he authored continue to educate students around the world. Seven million students have studied from Kurtz’s texts in eight different languages.

Kurtz’s academic career began more than 40 years ago at the University of Arkansas, where he earned both his M.B.A. and Ph.D. After graduation, Kurtz rose to the rank of professor and Thomas F. Gleed Chair in Business and Finance at Seattle University, having previously taught at his undergraduate alma mater Davis & Elkins College, served as professor and department head at Eastern Michigan University, and visited Australia as the Ian Potter Foundation Visiting Fellow in Marketing at Monash University.

When he returned to the University of Arkansas as department chair for marketing & logistics, Kurtz was internationally known, along with co-author Louis E. Boone, for his groundbreaking introductory textbooks Contemporary Marketing and Contemporary Business, which changed the face of business textbooks by introducing content written with students in mind, supplemented by real-world examples, and grounded in scholarly research. Boone and Kurtz went on to author a series of student and faculty textbooks that set a gold standard for innovation, relevance, and readability.

During his time at the University of Arkansas, Kurtz’s renown as a preeminent scholar in marketing education continued to grow. Over the course of his career, Kurtz was the author, co-author, or editor of over 130 articles, reviews, cases, and proceedings and over 50 books. He was recognized in 2004 as the fourth most prolific author in marketing education journals, two of his textbooks earned the coveted William Holmes McGuffey award for textbook excellence and longevity, and he was promoted to the rank of distinguished professor, among countless other honors and accomplishments.

Dave Kurtz is also a treasured colleague, mentor, and friend. His presence will be deeply missed and fondly remembered.

Logistics Undergraduates Embrace National Competition

The Intermodal Association of North America (IANA) sponsors an annual logistics and supply chain management case competition at the University of North Florida, and a team of Walton College students majoring in transportation and logistics has been invited to attend. The University of Arkansas is proud to be one of only seven universities from across the country to be invited to this all-expenses-paid event in Jacksonville, Florida on April 7-10, 2011. Faculty leaders Matt Waller and Christian Hofer will take four undergraduate TLOG students to Florida to compete on behalf of the Walton College. “For our students, this is a tremendous opportunity to hone their analytical and presentation skills while, at the same time, networking with industry professionals, students and faculty from other universities,” says Hofer.

After two weeks of analysis and preparation here in Arkansas, student teams will present their analyses and recommendations to a panel of senior managers. Hofer knows “when it comes to facing the jury students are nervous, of course. But it is great to see how they rise to the challenge.”

The University of North Florida home team has won the competition in the past two years. “It is time to break this tradition,” notes Hofer, smiling optimistically.

STUDENT POWERED

American Marketing Association Collegiate Chapter

The American Marketing Association Collegiate Chapter at the University of Arkansas is a student-run organization dedicated to providing students with the tools, real-world experiences, and networking opportunities that will aid them in their careers through involvement with both the University of Arkansas and the community. The 2010-2011 academic year has so far been a huge success for the chapter. This year Arkansas AMA recruited 25 new members, hosted four times as many professional development events as the previous year and offered six and a half times as many community service events. Professional development highlights include an executive guest speaker series, participation in the Google Online Marketing Challenge, hosting an AMA Saves Lives event, and a trip to the 33rd Annual International Collegiate Conference in New Orleans, Louisiana.

Meanwhile, after a successful event to support Arkansas Rice Depot, the world’s largest food bank, the community service division is focusing its efforts on raising awareness and support for Susan G. Komen for the Cure and the Nothing But Nein campaign to prevent the spread of malaria in Africa.

Throughout the year, Arkansas AMA invites business professionals from across the state to speak in order to enhance students’ knowledge of marketing careers. Last semester, guest speakers included Devon Douglas and Robin Delilo from the marketing department at Wal-Mart; Josh Clenmose, the founder and CEO of Gray, a new social networking site; and Lauren McElroy, a representative from Arkansas Rice Depot, who offered a non-profit perspective. This spring’s guest speakers will take part in Arkansas AMA’s “Ultimate Workshop Series,” which is designed to educate members about interviewing skills, resume building, and job searching. Rich Lawrence, senior sales manager for Idelle Labs, began the series with a presentation on interviewing skills.

A team of Arkansas AMA members is currently participating in the 4th edition of the Google Online Marketing Challenge, which provides members with hands-on experience creating and implementing a marketing plan. The competition is designed for students in universities across the world and provides an opportunity to learn how to utilize Google AdWords in a creative website marketing campaign for a local business partner. Arkansas AMA will submit their plan in July, and Google’s panel of independent academics from all over the world will select the winning teams based on the success of the campaign. Molly Jensen, clinical assistant professor, who led a group of graduate students in the past, is advising Arkansas AMA’s team this year.

Created by the Collegiate American Marketing Association, AMA Saves Lives is a nationwide project that uses social media campaigns, events, and other viral marketing communication to spotlight the need for organ donation and inspire people to become registered organ donors. Arkansas’ AMA Saves Lives event in March was open to all students and featured keynote speaker Mary Huus from the Arkansas Regional Organ Recovery Agency. ARORA staff members were on hand to help students register to become organ donors electronically during the event. During the week leading up to the event, AMA members stationed in buildings across campus encouraged students to show their support by adding their names to posters supporting organ donation.

Six Arkansas AMA members are traveling to the 33rd Annual International Collegiate Conference in New Orleans, March 24-26. The attendees will have the opportunity to prepare for participation in the chapter’s executive board next year and were selected by Adrienne Phillips, chapter president, and faculty advisors John Cole and Nicole Cox. At the conference, the students learn leadership skills, participate in team-building workshops, and attend seminars given by Fortune 500 executives. Participants also learn how to plan events and build Arkansas AMA by learning from the 2010-2011 winning chapters in panel events throughout the conference.

Arkansas AMA’s “Arkansas Rice Depot Campaign to End Hunger” collected $261 and over 600 canned good items, which was enough to assemble 319 meal kits for families in need in Arkansas. The campaign included a guest speaker from Arkansas Rice Depot to educate members about marketing a non-profit, a food drive in the dorms, and donation drives in buildings across the campus. One of the most successful events was participation in the 1st Annual Arkansas Rice Depot Hunger Project. Students were encouraged to go hungry for one day to understand what thousands of people a year go through in Arkansas and to donate the money they would otherwise be spending on a meal to Arkansas Rice Depot.

To learn more about Arkansas AMA and how current students can join this meritorious organization, please visit ArkansasAMA.com.