Marketing Lab

The Virtual Marketing Lab is a business education platform
that manages student-led research projects and creates learning opportunities in real world.
Faculty Advisor: Dr. Junhong "Jun" Min, PhD, MMR

[Mission Statement]

Our College of Business prepares life-long learners to innovatively respond to challenges and opportunities in dynamic environments. We enhance the University's technological prominence through influential scholarship, experiential learning, and stakeholder outreach.

[Vision for Marketing Lab and Research Groups]

To be a student-led research center that offers practical marketing knowledge and consulting opportunities through real-world projects, and helps students' career success and individual growth through internships and scholarships. Marketing Lab consists of two research groups including 1) Marketing Research Group, and 2) Consumer Language Research Group.

[Marketing Research Group and Members]

2021 (with **Clayton Sayen*** and M. Deniz Dalman***), Project, "When Can the Olympic Sponsorship Adversely Affect the Purchase Intention of Athletic Sports Footwear?" Presented at the MMA (Marketing Management Association) Spring Conference.

2020- Current | (with **AMA Members***). Project, "Google Analytics for the College of Business." Present to DAC (Dean's Advisory Council) members.

2010 (with **Tao Guo**** and Mark Roberts***), Project, "The Effect of Rating Scales on Systematic Differences Between Students and Non-Students in Survey Research." Presented at the MMA (Marketing Management Association) Spring Conference.

[Consumer Language Research Group and Members]

2021- Current | (with **Matthew Monte****), Project, "Assessing the Effect of Olympic Sponsorship Marketing: Findings from the 2020 Tokyo Olympic." Plan to submit to the 2022 AMA (American Marketing Association) summer conference.

2021- Current | (with **Matthew Monte****), Project, "Strategic Use of the Inconsistency between Online Ratings and Reviews." Plan to submit to the Journal of Marketing Analytics.

2021 (with **Matthew Monte**** and Jonathan Leinonen***), Project, "Why Online Ratings are Not Necessarily Consistent with Reviews: Preliminary Results from Sentiment Analysis," Presented at SMA (Society for Marketing Advances) conference.

* Undergraduate student, the College of Business
** Graduate student, the College of Business,
*** Faculty

[Internship and Scholarship Activities]

2022- Current| (**Stephanie Franco***), Internship City of Houghton

2021 (**Clayton Sayen***), "When Does the Olympic Sponsorship Increase or Decrease the Purchase Intention of Athletic Sports Shoes?" Role of Brand Attachment, the 2021 SURF (Summer Undergraduate Research Fellowship) award competition at Michigan Tech University.

2021 (**Emily Kughn***), Internship, Berkshire Soccer Academy

2020 (**Trent Lutzle***), Internship, City of Houghton

2019 (**Morgan Flynn***), Internship, City of Houghton

2019 (**Frankie Priestap***), Internship, Flagstar Bank

2019 (**Coleton Kotecki***), Internship, Manthei Group in Petoskey & Charlevoix Michigan

2019 (**Via Lavanya Rajesh Kuman***), "How Does Mindfulness Help College Students Develop Future-Self: the Moderating Role of Mindfulness on the Compulsive Purchase Behavior." the 2019 SURF (Summer Undergraduate Research Fellowship) award competition at Michigan Tech University.

2018 (**Nicholas Gedda***), Internship, Ocuglass

2018 (**Celicia Bledsoe***), Internship, Beloved Health Inc.

2018 (**Morgan Laajala***), Internship, MTEC SmartZones.

2018 (**Sam Weckler***), "Preventing and Promoting Habit for Well-Being Consumption Decision Making for College Students: from the Product-Life Cycle Management Perspective." the 2018 SURF (Summer Undergraduate Research Fellowship) award competition at Michigan Tech University.

2017 (**Tanner Flatt***), Internship, Echose, LLC

2016 (**Courtney Meyer***), Internship, University Marketing & Communication

2015 (**Olivia Burek***), Internship, City of Houghton

2014 (**Heath Johnson***), "Behavioral Economic Approach of Designing Saving Promotion Program for Low-Income Household: An Application of Conjoint Analysis." the 2014 SURF (Summer Undergraduate Research Fellowship) award competition at Michigan Tech University.