

2022-23 Impact, Influence, and Initiative
Supported by
Ten Haken Faculty Fellowship
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I am pleased to present an overview of the impact, influence, and initiative that the Ten Haken Faculty Fellowship has made possible to implement in conjunction with my teaching and research philosophy. Below is a summary of the key accomplishments in 2022-2023, where the Ten Haken Faculty Fellowship fuels the big smiles of our students.

Student Recruitment: Ten Haken Faculty Fellowship has yielded promising results in recruiting new talented students. In the early stage of building a relationship with prospective, students have been informed of unique educational opportunities, including marketing scholarship opportunities, unique experiential learning, and networking opportunities through one of COB’s student organizations (AMA at Michigan Tech). After new students joined Michigan Tech, the Ten Haken Faculty Fellow highlights COB’s commitment to fostering their success through the student-led research projects and various career development events.

Student Research Support: The five funded student research projects newly created in 2022-23 have significantly enhanced COB’s brand engagement by advancing marketing knowledge and practices. Supporting their research projects reinforces COB’s positioning to students’ experiential learning. Their research projects have resulted in the following outcomes: *First*, the AMA’s Michigan Tech chapter is now visible to all national and international universities with the AMA student organization (American Marketing Association). *Second*, the digital marketing strategy project has initiated a unique opportunity for our students to apply their marketing skills to a start-up company owned by a founder with a genetic chromosome 21 disorder. *Third*, together with a local marketing company, students performed an exciting project, assessing the Super Bowl ad performance using Twitter data. *Fourth*, COB’s study abroad program in Germany has offered a unique benefit to students. The marketing and social media campaign project has facilitated meaningful collaboration, visibility, and experience exchange within the student community. *Last*, the study of Michigan Tech’s contact point analysis has been finished its first step, the survey research design, of which findings will help us understand how high school students decide on university these days. The results from this project will be available in the 2023-24 summary report.

Beautiful Memories for Students and Moving Forward: Ten Haken Faculty Fellowship has provided our students with beautiful memories through various career development events, including K-day support, a field trip to Stormy Kromer, participating in a regional marketing conference and competition, and the 2023 AMA project presentation event. I look forward to the new opportunities and student resources that the Ten Haken Faculty Fellowship continues to initiate, influence, and impact.