Ware2Go is a technology platform backed by UPS that connects merchants seeking warehousing and fulfillment with third party logistics and warehouse operators whose capabilities match their needs.

Ware2Go’s marketing team is looking for an enthusiastic & self-motivated intern to support marketing efforts and help grow their lead funnel. As the Marketing Intern, you’ll gain experience building, testing, and analyzing the success of marketing programs.
The KMA students’ winning plan focused on opening small, kiosk-like physical retail spaces called Amazon Student Go stores on college campuses where students could buy food and technology items and pick up their Amazon deliveries. Coming in first netted each student an Amazon Echo and priority consideration for job opportunities with Amazon. Stallings was asked to interview for a position as either a senior human resources assistant or a marketing specialist, while Lenny Jimenez is now interviewing for a job with Amazon Web Services.

Senior marketing lecturer Tyra Burton accompanied the Kennesaw State students to the Conclave. She praised the team for their thorough understanding of key marketing concepts and their ability to tailor their solutions to meet Amazon’s needs. In addition to winning the Morehouse Marketing Conclave, Stallings and Lenny Jimenez also won first place overall, as well as the award for best strategy, in the third annual Coles College Digital Marketing Competition.

Three members of the Kennesaw Marketing Association – Laura Stallings (Left), Lenny Jimenez (Right), and Amber Griffin (Middle) – took the top spot in the Morehouse Marketing Conclave Amazon Case Study Competition in February.
Jen Riley

Jen Riley is a 2nd year doctoral student at Kennesaw State University & full-time faculty at Alabama A&M University. Riley recently passed her qualifying exams and attended the Journal of Marketing workshop in conjunction with the 2020 Winter AMA conference. Her solo-authored research entitled “Sustaining Customer Engagement through Social Media Brand Communities” has been accepted at the Journal of Global Scholars of Marketing Science and will be published in a special issue later in the year.

Kennesaw State University’s 1st Championship Win in 15 Years!

Congratulations to KSU’s Cyber Defense Team!!

Over the course of the two-day competition, the students managed the servers, clients and networking devices assigned to them, while enacting multiple changes assigned by their "bosses" portrayed by KSU’s Institute for Cybersecurity Workforce Development faculty. All the while, the red team attacked and penetrated their systems, requiring the student teams to implement effective incident response plans and procedures to regain control of their systems and recover their business operations.
Dr. Mona Sinha and International marketing students Rachel Amatriain, Clay Wilderman and Jackson Lott, as well as information systems student Kyle Sicard (not pictured), are the first Coles College students to ever have research featured in the peer-reviewed Kennesaw Journal of Undergraduate Research.

Dr. Sinha has been teaching International Marketing to juniors and seniors since 2016, and as part of her course, she assigns them to write case studies about businesses facing challenges as they expand globally. Three of the four Coles College researchers published in the journal are former students of Dr. Sinha, who was instrumental in helping get their work published.

For Dr. Sinha, seeing her students accomplish their goals has inspired her to continue pushing more young people to consider research pursuits like academic conferences and journal publications.
PhD Marketing Cohort 10

Mike Morgan, Kate Nicewicz and Jen Riley submitted their paper from their Qualitative Research Methods class (BRM 9104) to the American Marketing Association’s 2020 Summer Educators Conference. We are happy to announce that all three papers were accepted and they are looking forward to traveling to San Francisco in August 2020 to present their research.

Jen Riley: Understanding Customer Perceptions of Branded Social Media Content (Paper)

Mike Morgan: Causal Attribution of Service Failure in Service Delivery Networks – A Pilot Study of Online Food Delivery Systems (Paper)

Kate Nicewicz: Cascading into the Uncanny Valley - Desire for Control as a Tipping Point (Poster)

Please CONGRATULATE Marketing Cohort 10 for their wonderful hat-trick!

Kennesaw State University
Coles College of Business
Department of Marketing and Professional Sales

2020 Marketing Graduates

Nakia Abdul
Robin Allman
Hailey Allsbrook
Llorel Artis
William Baulkmon
Kylah Blount
Taylor Bryant
Brazelton Victoria
Lauren Britton
Koran Baraka
Sarah Esposito
Tony Evans
Mallory Fields
Alexxus Finnell
Haley Ganues
Tyler Gelmini
Jessica Golden
Sydney Gorey
Michael Harris
Brandon Kirk
Cameron Kirschner
Matthew Lee
Rachel Legere
Eric Mallonee
Hailey Marcolina
Andrew Mastracchio
Dona Matarage
Chelsea McIlroy
Bilen Moges
Carly Roberts
Jennifer Russell
Kelly Scarratt
Brant Schwendel
Shaquavious Sherman
Devin Sherwood
Nathan Sires
Haley Sloan
Shakeem Soanes
Isabella Vranesevich
Kailey Ware
Kyle Weatherly
David Whitehead
Hunter Willis
Joshua Wofe
Olivia Wurtz
Tyler Young
Kayla Zimmerman

Congratulations!