



PILLARS

SPRING 2009 VOLUME 1 ISSUE 2

**Martina
Malone** May '09

**There just aren't enough
hours in a day** *pages 6, 7*





INVESTING IN MARTINA MALONE

For marketing senior, Martina Malone, there just aren't enough hours in a day.

Martina, a Lake Charles native and St. Louis High School graduate, chose McNeese State University to remain closer to home where her younger brother and sister reside. She briefly considered attending the University of Louisiana at Lafayette, but realized that with McNeese offering similar programs it was more cost efficient to stay home. "At the time I only had one scholarship, TOPS, so going away to college would have required a lot more money to pay out of pocket," stated Martina.

As an entering freshman, Martina had a good idea of what she wanted to pursue as a career. Her father served as a role model by using his entrepreneurial skills to run a small marketing business. Martina's experience in helping her father with sales was the initial lure that brought her to the field of marketing. "I went into marketing because it offered a broad variety of career choices such as sales, public relations, promotion and research. Almost every company has a marketing department of some kind," she said. Her goal in becoming a marketing coordinator will be firmly grounded with a degree in marketing and a minor in mass communication with a concentration in public relations.

Martina is a recent recipient of the C. Marshall Abadie Memorial Scholarship funded by First Federal Bank of Louisiana. The scholarship was created for junior-level students enrolled in the College of Business. According to Martina, "Everything helps. Tuition goes up every year, you have book costs, school supplies and gas expenses, and I'm involved in three different student organizations that require fees. This scholarship really is important for me."

Campus activities, employment commitments and course work keep Martina plenty busy. Martina serves as vice president of community relations for both the American Marketing Association and for the Society for Human Resource Management and is a member of the Student Leadership Advisory Council in the College of Business. She tutors at the Write to Excellence Center 10 hours per week and interns 15 hours per week in McNeese's Athletics Department. "Students who work on campus are limited to a certain number of hours. I have had to learn how to budget my money, so having a scholarship helps, especially when you have times where you can't really work because you have tests or something else."

As if university commitments weren't enough, Martina recently lent her energy and expertise to a fundraiser, "Dress Up for Miracles," for the Children's Miracle Network. Working with her friend, Emily Janot, this runway fashion show fundraiser brought in over \$4,000. Martina put her marketing and mass communication skills to use, publicizing the event with print materials and the use of newspaper, television and radio media.

Recently, Martina was one of three students selected at McNeese to attend the National Conference on Ethics in America (NCEA) held in October by the U.S. Military Academy at West Point in New York.

According to its Web site, "NCEA serves to promote awareness among undergraduate students of ethical issues in collegiate communities and professional career fields. Each year, over 150 students representing more than 60 academic institutions from across the country participate in the conference. These outstanding young men and women work with exceptional mentors from a variety of backgrounds to discuss moral and ethical challenges that we as a society face in all facets of day-to-day life. The goal is to challenge the delegates to think critically about relevant topics and to facilitate a dialogue that lays the groundwork for the delegates to build upon as they bring their ideas back to their colleges and universities."

Martina was selected to represent McNeese based on recommendations by MSU College of Business Dean Dr. Mitchell Adrian and by Write to Excellence Center Director Dr. Delma McLeod-Porter. About her experience, Martina said, “It was so nice to see different business leaders doing what was ethically right when faced with really bad decisions. You always hear about the bad stuff on television with bad decisions that executives made, so to sit and listen to people in journalism, in academia and in business make really sound decisions about what they did and still be successful was inspiring to me.”

After the trip, the students had an opportunity to share their experiences with McNeese’s Office of Public Information and Communications staff as well as with the College of Business faculty. “I talked to the dean about different things that I thought could be implemented into the curriculum. We are taught things from a textbook’s standpoint, but I think it would be great if we were able to incorporate real life situations. That is what real live people are faced with when they work for corporate America. Supervisors don’t say, ‘OK, you have five hours to figure out how to handle this crisis.’ Instead, they say, ‘The media will be here in 30 minutes. How are you going to handle this?’ So, I think forcing us to think critically is something that is really valuable for the future,” she explained.

Martina believes that the topic of ethics should be introduced in all disciplines since nursing students might deal with a situation quite differently than that of a business student.

“I love the College of Business and the faculty that we have,” said Martina. “It is so nice to have a dean and faculty who care enough to invest their time to ensure the success of their students.”



College of Business (COB) Strategies for Student Success:

- Formed the Corporate Advisory Council to include a variety of business leaders who help guide the COB in preparing students for their careers.
- Established the Student Leadership Advisory Council (SLAC) to serve as liaison to the dean and to manage student related projects, such as the senior gift campaign and the graduation reception.
- Created the COB Alumni Chapter to draw upon the experiences and insight that former students may offer.
- Launched a mentorship program whereby COB alumni are matched with a current student in order to help their protégé matriculate through higher education.
- Provided a job search skills workshop utilizing an outside expert to present a six-hour power session on how to navigate through the employment field.
- Created a COB investment team so that students could learn first-hand how market fluctuations impact investments.
- Conducted Business Day including an array of outside professionals that speak with individual classes and includes a keynote speaker during lunch.
- Implemented a consulting practicum at the graduate level.
- Provided opportunities for students to work with faculty in conducting research and to present their findings at industry conferences.

“Martina recently helped coordinate the ‘Dress Up for Miracles’ Runway Fashion Show fundraiser benefiting the Children’s Miracle Network. She put a lot of time, energy and talent into the program. The event was a huge success, raising \$4,000 for CMN. Martina is beautiful on the inside and out. She is passionate about her work and always willing to lend a hand.”
Kay Morgan, Children’s Miracle Network Annual Giving Manager

“In addition to intelligence, Martina possesses excellent interpersonal skills. She is also a hard worker with a positive attitude and a strong desire to develop professionally. She seeks and accepts leadership responsibility and she works well independently. I have no doubt she will represent the McNeese College of Business with integrity as a marketing graduate.”
Mary Kaye Eason, Instructor and Coordinator of Support Services, College of Business