

NEWSLETTER

CMSI **connect**

Center for Marketing and Sales Innovation

FALL 2023

Mark your calendar!

**Selling with the
Bulls**

15 February – 16 February 2024

**Affective(ly) Research
Conference 2024**

29 February – 1 March 2024

**USF Sales class
Networking**

7 February 2024

Featured program:

The Marketing and Innovation Practice Center



UNIVERSITY of
SOUTH FLORIDA

Muma College of Business
Center for Marketing & Sales Innovation

MESSAGE FROM THE DIRECTOR

ChatGPT and Education

ChatGPT's arrival and its impact on teaching is a familiar story.

Just over 40 years ago HP introduced the HP 41C calculator. For engineers the 41C changed the way we approached solving problems due to its programmability, extensible memory, and alphanumeric labels. Instead of carrying around the substantial hardback book, "CRC Standard Mathematical Tables and Formulae" you could program the formulas you needed in the calculator.

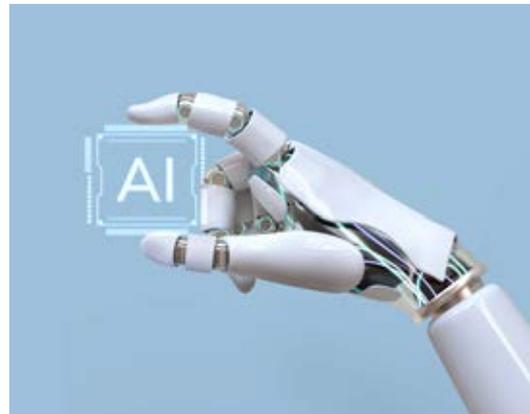


Photo of a HP 41C calculator.

Like the reactions today, some educators in the day responded by banning the calculator and others embraced the technology.

Today's arguments about ChatGPT are familiar to the conversations from 40 years ago and likely similar the generation before, when engineers carried a slide rule clipped to their belt. The point is clear. The world

has changed and our role as educators is to prepare our students for the world they will live in, not the one we already know.



The world has changed and our role as educators is to prepare our students for the world they will live in, not the one we already know.

So, what are we doing to prepare our students for the new business landscape of generative AI? First the sales faculty met shortly after ChatGPT launched and created assignments that follow our strategy of experiential learning by infusing generative AI into the sales curriculum.

Rather than talk about the changes that will come, we created learning experiences where students use the new tools in the context of sales activities like brainstorming customer needs, identifying industry disruptions, and developing evaluation plans.

After creating the material, students reflect on the value and challenges with the tools. Beyond the classroom we have expanded the Tampa CMSI lab and renamed the lab as the “[CMSI Customer Experience and Behavioral AI Lab](#)”. As part of the lab’s new mandate, we have added AI based speaker coaching to our web meeting platform, voice analysis to our biometric tools,

and we are in the process of deploying a product-based solution for AI stimulus research and AI data analysis.



Photo of The CMSI Customer Experience and Behavioral AI Lab.

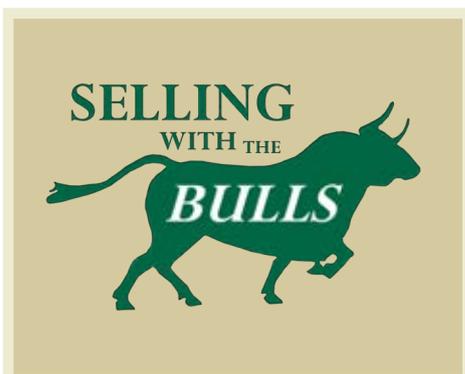
SELLING WITH THE BULLS

Our intercollegiate sales competition, “Selling with the Bulls”, has also gotten on board with generative AI. The fictitious buyer company in this February’s event produces a hyper realistic avatar (HRA). You can see a video of the HRA on my LinkedIn page.

Stay tuned for more in the coming semesters as we manifest our vision and “hang ten” on this latest technology disruption.



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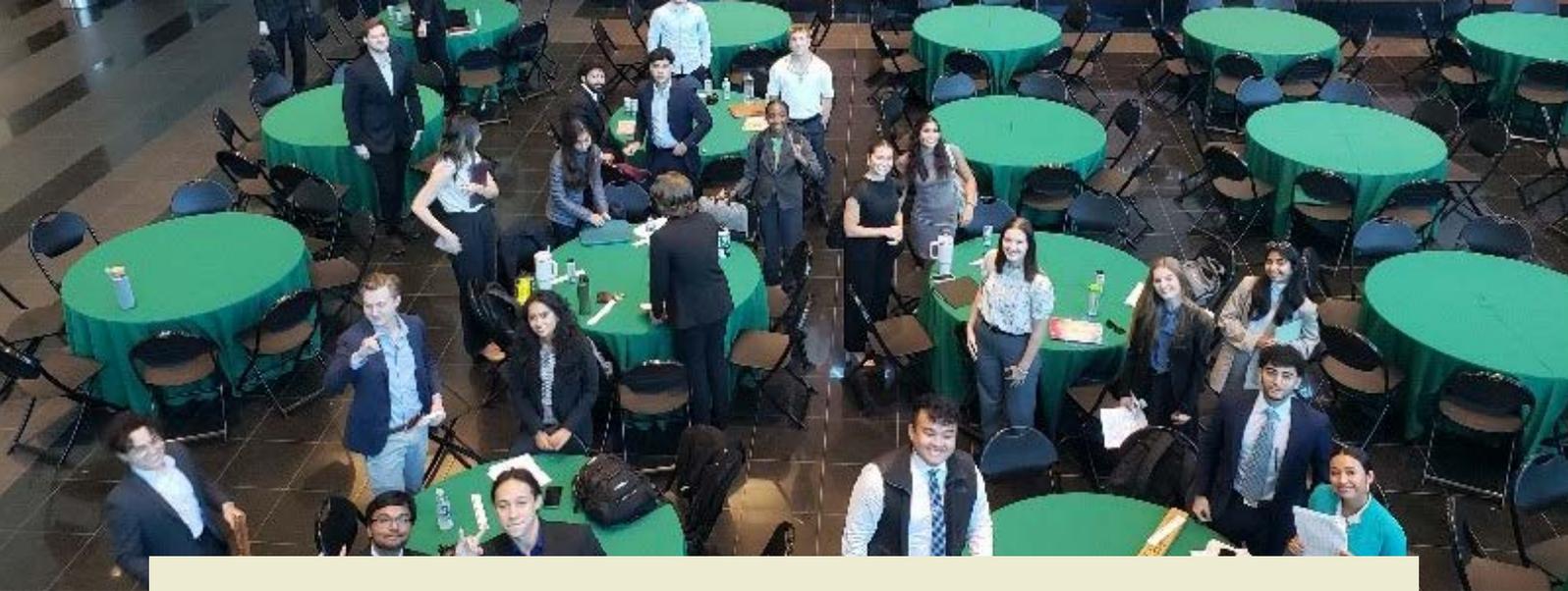
USF SALES COMPETITION

FALL 2023



**OVER
200** *STUDENTS
PARTICIPATED*

*In the sales
events!*



All Campus Fall Sales Competition!

The USF Sales Competition Team has completed a busy and successful fall semester. The team, which consists of close to 30 members, meets weekly to practice sales skills and meet with the partners of the [Center for Marketing and Sales Innovation](#). We are proud to have so many dedicated students learning about sales, willing to work outside of class to develop their skills, and then compete against other schools with some of the largest sales programs in the nation. The USF Sales Competition Team is one of the largest teams of its kind in the country that meets strictly as an extra-curricular activity.

Almost 100 business partners connected with over 200 students from Professional Selling courses on both the Tampa and St. Petersburg campuses and the USF Business Development Club.



Over 30 students competed in the All Campus Fall Sales Competition held on October 20th, 2023. The goal was to sell cybersecurity solutions to a food packaging company. Efforts included writing an email and making a live prospecting call. Next, competitors participated in two role-play scenarios with live prospects. The students spent several days preparing for the event and there were over five, first-time competitors who won awards - including one freshman student.



"All Campus Fall 2024"

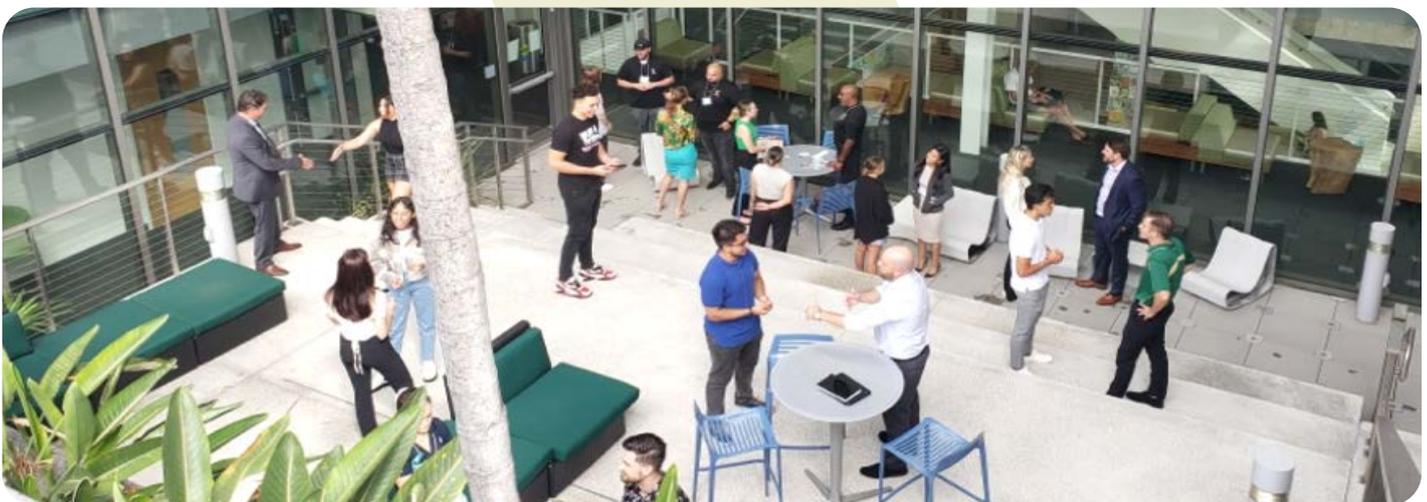


Top *BULLS*



TOP 5

1. Sophia Obregon
2. Ricardo Fernandez
3. Makena Cornelius
4. Tatiana Saavedra
5. Dennis Iglesias



International Collegiate Sales Competition

Five students competed in what is referred to as the “Collegiate World Cup of Sales.” The event was hosted at the Caribe Royale in Orlando, FL. The case required students to sell corporate financing to an insurance company. Students competed in a sales roleplay, sales management case study, and a speed-selling (elevator pitch) competition. The team took second in their section for the sales management competition and the sales roleplay competitors obtained multiple perfect scores in some of the scored components of the roleplay.



In this photo (from left to right): Sophia Obregon, Makena Cornelius, Dennis Iglesias, Dr. Jay Civitillo, Khoi le, Jose Rojas Delgado.

Northeast Intercollegiate Sales Competition



In this photo: Dennis Iglesias, Mohammed Al Zaben, Tyler Rogers, Chase Brabazon, Mikki Warnica, Chad Martin, Emily Therrien, Lyrit Gallimore, Elif Sagun, Michele Faria Melo.

Ten students braved the cold weather (to us anyway) to travel to Bryant University in Rhode Island to compete with over 160 students in the sales roleplay competition.

The students spent weeks learning to sell staffing services to a travel company. They competed in the sales role-play and speed selling (elevator pitch) and one student participated in the speed selling competition in Spanish. This was the first time USF has sent this many of students to compete and their efforts definitely paid off.

All ten competitors received feedback from industry partners about how well they performed in the roleplays.



The team did exceptionally well with three students winning awards: **Michele Fario Melo** placed second overall in the Spanish Speed Sell competition.

Emily Therrien placed second in the advanced round of the sales roleplay competition.

Elif Sagun placed second overall in the Speed Sell competition.



Looking forward to Spring 2024

The team is preparing for a busy Spring 2024 season that will include two major events: **the Selling with the Bulls Intercollegiate Competition** and **the National Collegiate Sales Competition**. Several smaller events are also scheduled with our valued partners and the students are eager to compete and show their skills!

The Marketing and Innovation Practice Center

By Joyce V. Yagual - jyagualflores@usf.edu



Where Theory Meets the Real World!

During a recent interview with Dr. Loran Jarrett, — I had the opportunity to delve into the comprehensive framework of [The Marketing and Innovation Practice Center](#), a program designed to bridge academia and industry while fostering real-world experiences for students within the University of South Florida (USF).

Faculty as Guides and Partners

Dr. Jarrett shed light on the collaborative role of faculty members in nurturing this initiative. Assigned and compensated, these mentors play a pivotal role in managing industry projects, guiding, and supervising students, ensuring a seamless integration of theoretical knowledge and practical application.

“*These mentors aren’t just educators; they’re partners, engaging with industry players and supervising student projects.*”

The program offers a diverse array of services providing students with immersive experiences in real-world scenarios vital for the contemporary business landscape. These offerings span various domains:

- **Marketing Research** empowers students to derive actionable insights from data, honing problem-solving skills crucial for addressing firm-specific challenges or opportunities.
- **Digital Strategy** equips students with a profound understanding of digital ecosystems, enabling the crafting of effective digital strategies for businesses.
- **Event Marketing** immerses students in the intricacies of event planning, execution, and analysis, fostering skills in management and customer engagement.
- **Brand Launch** involves comprehensive brand audits, enabling students to create impactful brand assets, delving into the dynamics of brand identity and positioning.

↓ View flyer 

Each project follows a structured process, encompassing client meetings, research-backed recommendations, strategy development, and client presentations, culminating in a holistic understanding of practical business challenges.

Beyond Experience: Crafting Futures

Dr. Jarrett highlighted the inclusivity of businesses and organizations across various sectors in sponsoring projects, ensuring a rich learning environment for students irrespective of the industry involved. In addition to gaining practical experience, stipends, and credits, participating students benefit by enhancing their marketability for internships and careers. International students, often challenged by restrictions on paid work, find new opportunities for practical experience and mentorship.



Real-world Impact, Real-world Benefits

Moreover, the tangible benefits for businesses from collaborating with students on real-world projects were underscored.

“*It’s a transformative gateway into the real-world, sculpting adept marketers, innovative strategists, and astute problem solvers, ready to conquer the ever-evolving business terrain.*”

These encompass affordability, philanthropy, potential future hires, and a deeper understanding of Gen Z consumers. Operating across all three USF campuses, the program offers students the chance to engage in “real-world” projects sponsored by industry partners.

The program’s operational flexibility allows for variations in project timelines and locations, catering to diverse learning objectives. Projects typically span a semester, with possibilities for extensions based on outcomes.

[The Marketing and Innovation Practice Center](#) stands as a testament to USF’s commitment to experiential learning, fostering symbiotic relationships between academia, industry, and students, preparing a future-ready workforce.

Contact CMSI for more information:



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Join us at
Affective(ly) Research
2024

Discover the Science of Emotion and Biometrics

[Affective\(ly\) Research](#) is an annual gathering where researchers working with biometrics and emotional insights gather to collaborate and exchange best practices.

Event Highlights:

- Networking & Dinner Session
- Research Presentations & Panel Discussions
- Insights into Biometrics and Emotional Research

Get Ready for an Exciting Journey into Affective(ly) Research!

- Dates: 29 February (evening) – 1 March 2024
- Hosted by: Center for Marketing and Sales Innovation, University of South Florida
- Platinum Sponsor: iMotions - World's Leading Biometric Research Platform
- Location: University Student Center, USF St. Petersburg Campus

Contact: rwhammond@usf.edu
For more information

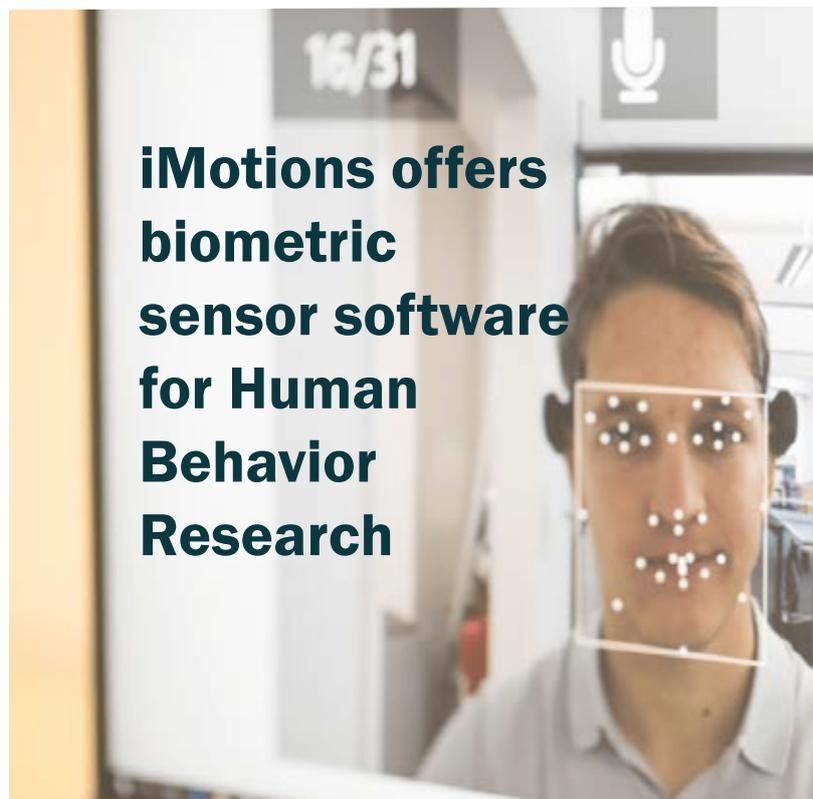


Additional Info: Discover iMotions at <https://imotions.com/>

Networking, Presentations, and Technology Demonstrations on the USF St. Petersburg campus



iMotions offers biometric sensor software for Human Behavior Research





FUTURE EVENTS

- USF Sales Class Networking** ➤ **02/07/24**
- Selling with the Bulls Intercollegiate** ➤ **02/15 - 02/16/24**
- Affective(ly) Research** ➤ **02/29 - 03/01/24**
- USF Business Development Club Championship** ➤ **04/04/24**

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