Pearson Campus Project

Department and Faculty Profiles

By: Nicolle Wilson
Management Department

Mihaylo Hall 5315

- Coordinator: Ligaya Lim
  (657)278-4801
  llim@fullerton.edu

- Assistant: Cynthia Soriano
  (657)278-2252
  csoriano@fullerton.edu
Management Department

- Major: BA in Business Administration with a concentration in Management Science

- **The Learning Objectives** define the curriculum and decision-making criteria for new textbooks and course materials.

- Core Course: Management 246, 339, and 340
Management Department

Department preferences:

- Face to face meetings with publishing reps; desk copies are especially appreciated.
- Traditional hardback texts made custom for CSUF.
- Update materials every new edition or after 2–3 years.
- Publisher seminars and workshops are very helpful in deciding new material.
Accounting Department

Mihaylo Hall 3413
(657)278-2225

- Coordinator: Vicky McLeod
  vmcleod@fullerton.edu

- Assistant: V.J. Kuan–Roberts
  vkuan–roberts@fullerton.edu
Accounting Department

- Major: BA in Business Administration with an emphasis in Accounting

- The Learning Objectives define the curriculum and decision-making criteria for new textbooks and course materials.

- Core Courses: Accounting 201A and 201B
Department Preferences:

- Face to face visits with a desk copy.
- Traditional hardbacks made custom for CSUF. E-books are not preferred because they do not offer online classes.
- Update materials every 1–2 years based on syllabus and learning objectives.
- Prefer to sample new material at least 6 months ahead of time.
Economics Department

Mihaylo Hall 3313

- Vice Chair: Dr. Robert Michaels
  MH 3313A
  (657) 278–2588
  rmichaels@fullerton.edu

- Coordinator: Cathy Perez
  MH 3313B
  (657) 278–2588
  cperez@fullerton.edu
Majors: BA in Economics and BA in Business Administration with a concentration in Economics

The Economics Learning Objectives define the curriculum and decision-making criteria for new textbooks and course materials.

Core Courses: Economics 201, 202, and 320
Economics Department

- Department Preferences:
  - Email interaction preferred but drop-in visits are welcome.
  - Publisher seminars and symposiums, especially when author is present, are appreciated.
  - Custom textbooks and course materials preferred; but, e-book versions are favored for Econ 315.

- Challenges: Maintaining current material as new economic systems have been created within the last few years.
Finance Department

Mihaylo Hall 511
(657) 278-2217

- Coordinator: Verna Shaw
  vshaw@fullerton.edu

- Assistant: Judy Su
  judysu@fullerton.edu
Finance Department

- Major: BA in Business Administration with a concentration in Finance

- The Learning Objectives define the curriculum and decision-making criteria for new textbooks and course materials.

- Core Course: Finance 320
Finance Department

Department Preferences:

- Updated contact list for publishing reps.
- Face to face visits with a desk copy.
- Traditional, custom texts with e-book version available.
- Update materials every new edition.
- Most materials are chosen by individual instructor since they have only 1 core course.
Information Systems and Decision Sciences (ISDS) Department

Mihaylo Hall 4113
(657)278–4802

- Coordinator: Graze Glazer
gglazer@fullerton.edu
(657) 278–4803

- Assistant: Suzanne Tappe
stappe@fullerton.edu
(657)278–4803
Major: BA in Business Administration with a concentration in Information Systems and Decision Sciences.

The Learning Objectives define the curriculum and decision-making criteria for new textbooks and course materials.

Core Courses: ISDS 265, 361A and 361B
ISDS Department

- Department Preferences:
  - Face to face meetings and visits encouraged. Email requests for desk copies.
  - Prefer custom packages and bundles in soft or paperback form to reduce student cost.
  - MyLabs with Excel and Access software.
  - Presentations and Book Seminars are greatly appreciated.
Marketing and Business Communication Department
Mihaylo Hall 5214
(657)278-2223

- Chair: Dr. Irene Lange
  ilange@fullerton.edu

- Assistant: Paula Parker
  pparker@fullerton.edu

- Secretary: Michelle Markham
  mmarkham@fullerton.edu
Marketing and Business Communication Department

- Majors: BA in Business Administration with a concentration in Marketing and BA in Business Administration with a concentration in Communications

- The Learning Objectives define the curriculum and decision-making criteria for new textbooks and course materials.

- Core Course: Marketing 351
Department Preferences:

- Face to face visits.
- Dr. Lange encourages making a personal connection and building relationships with publishing reps. She also likes to stay up to date on the materials being used by her colleagues.
- Prefer reps present 1 or 2 particular features of a text so that she is not overwhelmed.
- Traditional, straight-forward textbooks that are customized.

Challenges: Students and faculty not taking advantage of supplemental materials.

Textbooks and supplemental materials have different ISBN#’s
Stanley, Dr. Denise

Economics Professor
dstanley@fullerton.edu

- Teaches Economics 315 and 334
- Prefers reps to email for an appointment.
- Defines success by student retention and final grades.
- Faces challenges when her students do not take advantage of supplemental materials.
Karan, Dr. Vijay

Teaches Accounting 201B and 302.
Currently using Cost Accounting by Pearson.
Prefers publishing reps to drop-by and see how he is doing.
He recommends the use of MyAccountingLab but does not require or assign homework or quizzes through it.
He prefers textbooks to be cost-efficient but does not like soft or paperbacks.
Updates his materials in the Fall semester when new editions are released.
Rizkallah, Dr. Teanna

Business Writing Professor and Course Coordinator

trizkallah@fullerton.edu/ (657) 278–5767

- Teaches BUAD 301 and 501
- Prefers customized hardbacks with supplemental materials.
- Currently using Management Communication by Pearson.
- Encourages reps to present promotional pieces in small batches. She does not particularly enjoy when reps bring more than a few copies at once.
- Updates her materials every 2–3 years.
- Considers follow-up skills to be the most important and necessary qualities of a successful representative.
Buzdar, Dr. Nek

Economics Professor
Nbuzdar@fullerton.edu

- Teaches Economics 201 and 202
- Currently using *Comparative Economic Systems* by South-Western College Pub. (It was written in 1997)
- He has used this exact book for almost 7 years because he does not feel that there are many other options for this subject.
- Prefers paperbacks to reduce student cost.
- He has not had a publishing rep stop by his office in a few years.
- He would like to use supplemental materials.
Titan Shops

- Bookstore Manager: Kim Ball
  kball@fullerton.edu
  (657) 278–4968

- Adoptions Manager: Mike Dickerson
  mdickerson@fullerton.edu
  (657) 278–4998
Bookstore Managers advice for becoming a successful publishing representative:

- Staying one step ahead
- Responsiveness
- Knowing the product
- Follow-up skills
- Outgoing, friendly personality
- Making oneself visible on campus
- Establishing positive rapport with all campus contacts

Interesting Details:

- HEOA Law (Higher Education of America) states that college bookstores must publish course materials by the time the course schedule is made available to students.
- Titan Bookstore offers a Requisition Reward Program to departments who submit their textbook requisitions before the due date. Departments can earn $500 from the bookstore, $250 from Associated Students and $250 from Academic Senate.
- 87% of all textbook requisitions were turned in on-time this Fall.