



2016-17 Faculty Fellow
V. Kumar presents



Tuesday
March 6, 2018
7:00 P.M.

Rudder Tower, Forum

Reception immediately
following the lecture

Engagement marketing is a strategy that encourages customers to pursue a relationship and develop an emotional bond with a specific brand. This lecture will demonstrate why engagement marketing will become the next strategic focus for both profit and not-for-profit organizations. Dr. Kumar will define engagement marketing, explain how to identify stakeholders for engagement, and discuss the benefits an organization is likely to receive from the process. He will present several case studies that show how engagement marketing can provide a competitive advantage. Just as companies can use this strategy to increase profits, universities can engage donors to raise funds, and faculty can engage students to ensure effective learning.

V. Kumar

V. Kumar is the Regents' Professor; holder of the Richard and Susan Lenny Distinguished Chair; Executive Director, Center for Excellence in Brand and Customer Management; and Director, Ph.D. Program in Marketing, J. Mack Robinson College of Business, Georgia State University. Kumar is also the Chang Jiang Scholar, HUST, China; Fellow, Hagler Institute for Advanced Study at Texas A&M University; and Senior Fellow, Indian School of Business, India.

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