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"Opportunities for Newcomers in International Marketing," Seminar at the University of Dayton

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DAYTON, Ohio, March 11, 1969 --- "Opportunities for Newcomers in International Marketing," a second annual seminar on international marketing, will be held at the University of Dayton, Wednesday, March 26, from 9 a.m. to 4 p.m. The program, under the direction of Dr. Max L. Densmore of the Department of Marketing, is sponsored by the University of Dayton in cooperation with the United States Department of Commerce.

Lecturers include marketing experts from education, government and local business and industrial concerns. The program is designed principally for "those companies not now selling in the foreign markets," according to Dr. Densmore.

"This is not to say that firms already in international markets cannot benefit," continues Densmore, "because the seminar's format combines both philosophical description and the experience of executives and companies that have already faced many of the problems the newcomer will encounter. The program has been planned for those decision makers whose responsibilities fall in sales, marketing and corporate planning."

The speakers include men and women from the University of Dayton, U.S. Department of Commerce, First National Bank, Dayton; Dayton Area Chamber of Commerce, National Cash Register Company, Armco Steel Corporation, Chemineer Incorporated, Micro Devices Corporation, Dayco Corporation, and Airtemp Division, Chrysler Corporation.

There will be three general sessions. Mr. E. E. Schnellbacher, Assistant Director, Bureau of International Commerce, U.S. Department of Commerce, Washington, will speak at the 9:30 a.m. session on "Opportunities for Newcomers in International Marketing," in the Boll Theater.

The noon luncheon session will feature Mr. Edward J. Williams, Director, Long Range Planning, Armco Steel Corporation, who will discuss "International Marketing at Armco Steel." A general session entitled "Why World Trade?" at 3 p.m. will conclude the day's activities with Mr. Norvell Clarkson, Manager, World Trade Department, Dayton Area Chamber of Commerce.

Concurrent workshops will be conducted at 10:45 a.m. and again at 1:45 p.m. The three morning meetings will deal with "Non-Tariff Barriers to Multinational Trade." Session A with Mr. Thomas E. Ferguson, Director, U.S. Department of Commerce in Cincinnati will cover "Trade Quotas." Session B entitled "Finance As A Competitive Tool" will have Mr. Douglas C. Lowery, Vice President, International, First National Bank, Dayton, as the speaker. Session C, "International Marketing Trends in a Global Company," will have Mr. Gilles DeCourtivron, Adviser, International Marketing Division, National Cash Register Company, as the lecturer.

The afternoon workshops, entitled "International Success Stories," will be divided into small and large firm groups. Workshop A will have Mr. Robert Bates, President, Chemineer Incorporated, as discussion leader while Mr. Carl Gigandet, Controller, Micro Devices Corporation, will lead Workshop B. Both sessions concern small firms.

Mr. Robert C. Deal, Managing Director, International Operations, Dayco Corporation, will conduct Workshop C and Mr. T. W. Koos, Vice President Marketing, Airtemp International Operations, Airtemp Division, Chrysler Corporation, will handle Workshop D. These meetings are aimed at large firms.