



photo by Jason Blake

Penn State President Graham Spanier addresses the crowd at yesterday's presentation of a \$20 million donation to the School of Business. Seated behind him are (left to right) Dr. John Magenau, Director of the School of Business, Behrend Provost and Dean John Lilley, and Ted Junker, chair of the Penn State Board of Trustees.

**Support continued**

many activities that students can participate in much more easily due to a small community. According to Francisco Martin (04 International Finance) a treasurer for OLAS, "Behrend possesses a great capability to sponsor many great events (our facilities, etc). Don't limit them."

It is clear that the members of organizations under MCC's jurisdiction are now feeling frustration towards

students who fail to use the things that Behrend has to offer. Kelly concluded by stating, "I would like to encourage all of the students within the Behrend community to open themselves up to what Behrend itself has to offer. It doesn't pay to constantly say that there is not anything to do or be a part of, when they themselves are not making the effort to be active. It pays to explore, expand and make the best of what is provided for you."

## Behrend students boost Erie blood supply

by Andrea Zaffino  
editor in chief

Last Thursday the Community Blood Bank of Erie County paid a visit to Behrend for their Spring Semester blood drive. Between 10:00am and 4:00pm students could go to the Reed Commons and donate blood. Throughout the day, over eighty people showed up to donate, which was a steady day for the Blood Bank, however a little less successful than their drive at Behrend last Fall.

By close to the end of the day the Bank had collected 60 pints of blood, but had expected to top seventy by four o'clock. Even though the turnout was slightly less than what they had received last fall, the outcome was not a disappointment. Lisa Graff-Flock, the Mobile Drive Coordinator

said, "It's going real well, we've been pretty steady all day. We always have a good drive when we come to Behrend."

The event was sponsored by Tau Kappa Epsilon and Theta Phi Alpha.

"We always have a good drive when we come to Behrend."

Lisa Graff-Flock,  
Mobile Drive Coordinator for the Erie  
Community Blood Bank

Steve Fall, 08 Biology, and a member of Tau Kappa Epsilon said, "I'm glad that people are giving blood because a lot of people need it and you never know, it could be you."

## What is your favorite place to go in downtown Erie?

"Jiggles."

-Todd DaPound, 02, Accounting

"The Civic Center. The Otters rule!"

-Michael Zimmer, 04, Business

"Does the mall count?"

-Bill MacCawley, 02, DUS

"I didn't know there were places to go in downtown Erie."

-Maggie Johnston, 04, Business

"The Civic Center is pretty cool."

-Sam Namisnak, 06, MEBD

"Nudie bars."

-Craig McGuire, 06, MEBD

"The hospital is the only place I can think of."

-Jessica Morgan, 04, Accounting

Question of the Week

# School of Business develops new initiatives

## Behrend begins joint programs with Lake Erie College of Osteopathic Medicine

## New Marketing major starting next Fall

by Mark Greenbank  
staff writer

Through the efforts of several faculty members earlier this academic year, Behrend has developed an interesting working agreement with LECOM, or the Lake Erie College of Osteopathic Medicine. Dr. John Magenau, a member of the Board of Trustees of LECOM, and current director of the School of Business, introduced a group of Biology faculty from the School of Science to people at LECOM. At the same time, a second group of individuals worked out an additional program through the efforts of Dr. Jeffrey Trailer, other School of Business faculty members, and representatives of LECOM. What resulted were two new programs aiding not only Behrend Biology majors, but also current medical school students at LECOM.

The first agreement is the only of the two that actually benefits Behrend students. It is known as the 3 + 4 program. The program is only offered to undergraduate Biology majors at Behrend who are interested in becoming physicians. The program got its name because students complete three years at Behrend and four years at LECOM. "Students in this program save one year over the normal 4 + 4 arrangement, which is usually seen at other colleges and universities," said Dr. Magenau. In the 3 + 4 program, qualified participants' worries about being accepted to medical school are eliminated. Enrolling in the 3+4 program, however, does not guarantee admission to LECOM. A student must maintain a 3.3 GPA in his or her Biology major and must also meet the minimum performance standards on the Medical College Admissions Test. If the student meets these performance mini-

mums, and successfully completes an interview with the admissions committee at LECOM, he or she has a seat assured to him in the Medical School.

In addition, after successful completion of their first year of

"Students applying here have requested information and seem to be excited by the opportunity this program offers."

Mr. Paul Barney Jr.  
Behrend's coordinator for the LECOM arrangement and Health Professions Adviser

medical school at LECOM, Penn State Erie confers to them a B.S. degree in Biology. "This 3+4 program is an excellent opportunity for motivated students who want to be Osteopathic Physicians. It provides them with the assurance that they will be attending LECOM after 3 years at Penn State Erie, provided they meet the minimum standards," said Mr. Paul Barney Jr., Behrend's coordinator for the LECOM arrangement and Health Professions Adviser.

Currently, Behrend is not the only school in the immediate area to have this type of understanding. LECOM has similar arrangements with Edinboro, Gannon, Duquesne, and Utica, located in New York. Barney also stated that, "this program is designed for incoming first year students, so it is basically affecting the high school students considering Penn State Erie as their undergraduate school. Students applying here have requested information and seem to be excited by the opportunity this program offers." So far there is currently one student enrolled in the program who is a first year student.

Due to the fact that the agreement

was reached during the summer of 1997, it was advertised to first year students only after they arrived on campus this fall. It will be several more years before any of the students in the program go on to study at LECOM.

The second arrangement between Behrend and LECOM is a business course that our Business faculty offers to the LECOM students. The idea is to give medical students a

broad overview of various business disciplines. This program is only offered to LECOM students and is not available to any Behrend students. Magenau also stated, "for the business course, medical students learn something about business, which is important for physicians who are in a group practice and managed care environment." The business course is taught entirely at LECOM with times varying depending on when the faculty is available and when there is room in the student's schedule at LECOM.

Thus far the business course has been very well received by the LECOM students, and both the Business and Biology departments will closely monitor the progress of their programs.

by Mark Greenbank  
staff writer

With the scheduling procedure for next fall in process, some students may be wondering about a few new class offerings appearing for the first time. Three courses in particular that business students should be aware of are MRKTG 397A, MRKTG 397B, and MRKTG 470. These courses are being offered in conjunction with a new Marketing major beginning this fall.

"This new major will stress services marketing because this is a rapidly growing sector in our economy" said Dr. John Magenau, Director of the School of Business. The new major and accompanying 18 credit minor represent a first step

in a series of additions to the Business School. To aid in the facilitation of this new major, one new Ph.D. faculty member in marketing has been hired, with additional full-time faculty to be added as necessary once the major gets started.

The school also hopes to add a major and a minor in finance and an international business major with concentrations in marketing, management, finance, economics, and accounting. At some point in the future, the department wishes to add an option in supply chain management to the management major.

Magenau stated that, "while scheduling classrooms is tight all over campus, all classes for the new marketing major will be in the normal classrooms on campus. Some of the courses will probably be offered in the evening but no more than for other business majors." MRKTG 397A, or Marketing Research, will be on Monday and Wednesday, at 6:00-7:25. MRKTG 397B, Consumer Behavior, will take place at 1:00-2:15 on Tuesday and Thursday, and MRKTG 470, Global Marketing, will be on Monday and Wednesday as well, at 4:00-5:15.

Magenau stated, "we think the marketing major will be popular and help us attract and retain more business students at Behrend. Having the marketing major will help the college increase its enrollment over the next few years. Because of the new cost-centered budget model the University has adopted for the college, which is enrollment driven, the college has a goal of growing to 4,000 students over the next 10 years."



photo by Jason Blake

Dr. John Magenau, Director of the School of Business, which will offer a new marketing major and which is co-sponsoring a program with the Lake Erie College of Osteopathic Medicine.