

Eastern Oregon to offer marketing degree

First recipients of the new degree graduate this year

By **ANDREW CUTLER**
The Observer

LA GRANDE — Eastern Oregon University students interested in a career in marketing have a new opportunity.

The school now is offering students a bachelor's of marketing degree, a change from the bachelor's degree with a concentration in marketing the school previously offered. The change is effective with the upcoming 2021-22 school year.



Carpenter

"Students can put on their resume, when they're applying for a marketing job, 'Hey, I have a degree in marketing, not just a concentration, I got the real thing,'" said Shari Carpenter, a professor of business at Eastern. "That makes a big difference."

Carpenter said the school recognized a need for the program to adapt with the changing times to meet the needs of employers and students.

"It was always thought of as like selling and stuff, but the strategy part of it and understanding what moves people to make a purchase, understanding a consumer's needs and what moves that person, that's

the cool part about it," she said. "So that's why it's really become a path up. So they can be in digital and social, create content, do simplest Facebook posts, Instagram, those types of things for companies, people, products."

Carpenter added the degree will have applications for students interested in a career in data analysis, public relations and search engine optimization management.

"Promotions, advertising, PR is really huge, and it's kind of an entity in itself and has a lot of opportunity underneath that little umbrella, because PR is so consistent right now, especially using social media," she said.

Carpenter said the core classes required for the degree will provide students with knowledge of business fundamentals, while also preparing them to be successful in the marketing specific courses.

The marketing degree not only will provide students with a solid marketing foundation, she said, but also research and presentation skills through learn-by-doing experiential opportunities in marketing. Carpenter said the skills learned are immediately applicable and include emerging digital, interactive and mobile technologies; web and data analytics; project management; interdisciplinary integrated marketing communications; creativity and innovation. Students also will develop important communication skills and build their teamwork skills.



The Observer, File

Eastern Oregon University students now have another degree option from the school in La Grande. EOU now offers students a bachelor's of marketing degree, a change from the bachelor's degree with a concentration in marketing the school previously offered. The change is effective with the upcoming 2021-22 school year.

Carpenter said students will get a sense of the real world while earning the degree.

"So this degree, I built so that students could finish the degree, walk out and go into a real marketing job and say, 'I got this,' because they learned the core skills, not just these books and academics and all that stuff, which is totally fine, but I'd rather have students learn reality of what it's gonna be like," she said.

The degree change has been in the works for a couple of years, Carpenter said, adding she anticipates the first degree recipients to start walking at graduation in a year.

"I believe there's over 10 students that have already transferred into the program when they saw it was avail-

able," she said. "Let's say they're already a junior, all they have to do is add in these specialty classes to finish up their degree."

"It's a pretty exciting time," said Ed Henniger, the dean of the College of Business at Eastern. "The revision has drawn a lot of interest. We've seen pretty good enrollment already coming in for fall. I think it is the right thing to do at the right time."

Marketing students will have the opportunity to continue to gain practical experience through the National Millennial/GenZ Club,

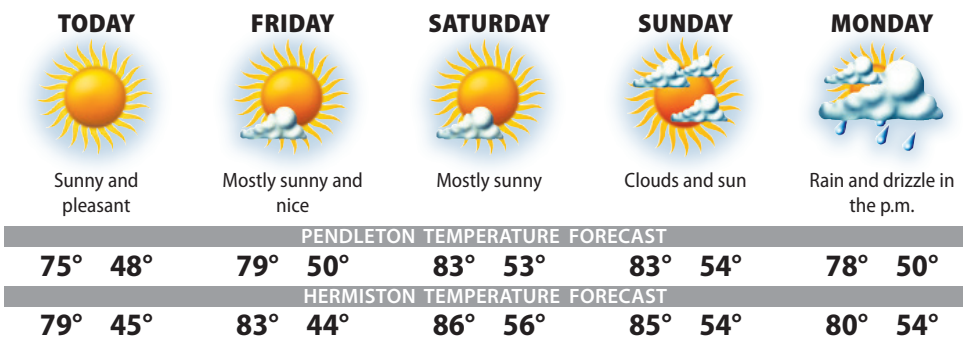
which provides members the ability to interact with executives from all over the world.

"We're the only one in the state of Oregon, out of all the universities, that can offer membership through us to the NMC," Carpenter said. "So that's huge."

Carpenter said initially the school was hoping for 22 students in the program that first year, but, she said, it looks like the program already is set to exceed those expectations.

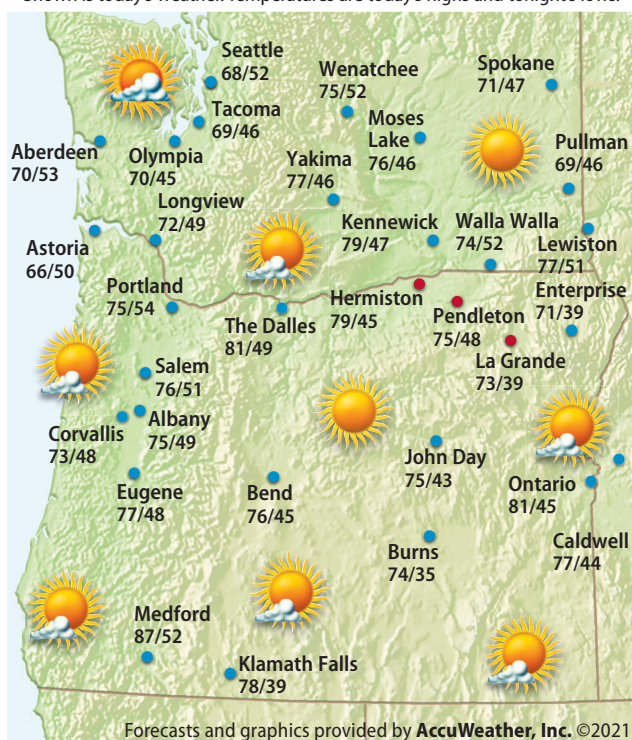
"I believe that we're going to head over that by the time fall ends and we get out there and start talking about it and having conversations," she said, "because that's what we're seeing already."

Forecast for Pendleton Area



OREGON FORECAST

Shown is today's weather. Temperatures are today's highs and tonight's lows.



ALMANAC

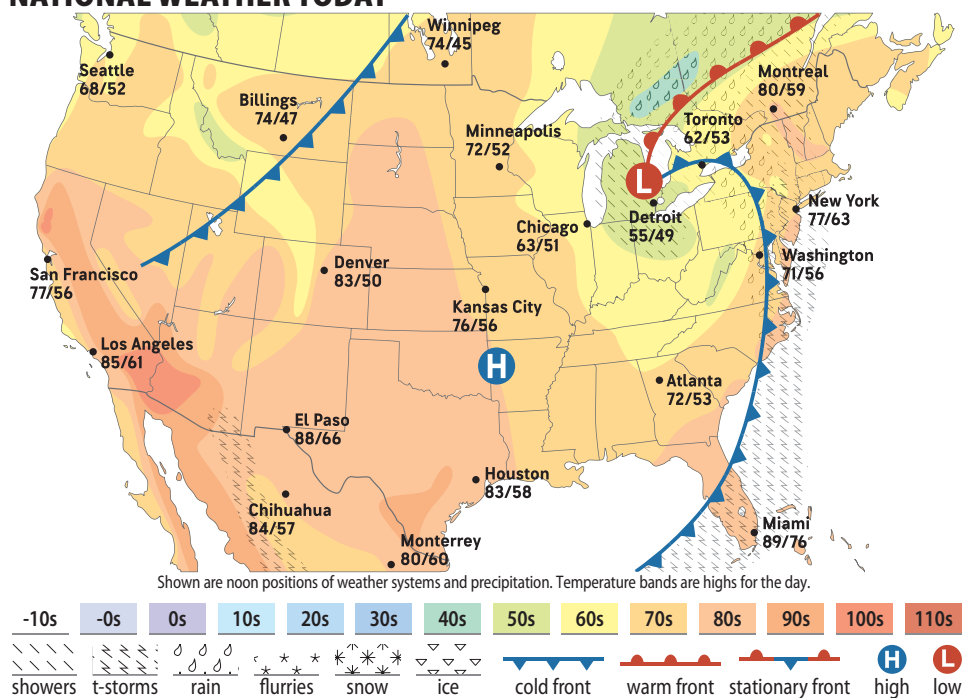
PENDLETON through 3 p.m. yest.			
TEMP.	HIGH	LOW	
Yesterday	76°	46°	
Normals	77°	49°	
Records	91° (1975)	31° (1902)	
PRECIPITATION	24 hours ending 3 p.m.		
Month to date	0.30"		
Normal month to date	0.38"		
Year to date	4.67"		
Last year to date	8.73"		
Normal year to date	9.03"		
HERMISTON through 3 p.m. yest.			
TEMP.	HIGH	LOW	
Yesterday	80°	44°	
Normals	79°	46°	
Records	96° (1967)	31° (1932)	
PRECIPITATION	24 hours ending 3 p.m.		
Month to date	0.16"		
Normal month to date	0.22"		
Year to date	2.09"		
Last year to date	1.71"		
Normal year to date	5.53"		
WINDS (in mph)			
Boardman	Today	Fri.	
	SW 4-8	NE 4-8	
Pendleton	WNW 4-8	NNE 4-8	
SUN AND MOON			
Sunrise today	6:43 a.m.		
Sunset tonight	6:51 p.m.		
Moonrise today	8:16 p.m.		
Moonset today	9:26 a.m.		
Last New First Full			
Sep 28	Oct 6	Oct 12	Oct 20

NATIONAL EXTREMES

Yesterday's National Extremes: (for the 48 contiguous states)

High 108° in Palm Springs, Calif. Low 18° in Daniel, Wyo.

NATIONAL WEATHER TODAY



Walla Walla County leader publicly clashes with constituent over COVID

By **EMRY DINMAN**
Walla Walla Union-Bulletin

WALLA WALLA — A Walla Walla County commissioner recently took to social media to chastise a constituent who felt the county was not doing enough to mitigate the pandemic.

"Why anyone would buy his hate-filled wine is beyond me," Commissioner Todd Kimball wrote in a Sept. 8 post to social media.

Some have called this an inappropriate use of the elected official's platform — he posted these comments on his "Todd Kimball, Walla Walla County Commissioner, District 2" Facebook page. Others praised Kimball's comments as "brave."

Kimball did not respond to a request for comment on this story.

The public post on Facebook followed a phone call between Kimball and Trey Busch, winemaker and co-owner of Sleight of Hand Cellars and Renegade Wine Company.

Busch had called to criticize the commissioners for allowing the county fair to proceed earlier this month

despite high COVID-19 infection rates and strained hospital systems throughout the U.S. West.

Previously, Kimball had stated the county had no choice and state law required the county fair to proceed. However, the county pointed to laws that did not mandate the state fair, and Kimball did not respond to previous requests for clarification.

In his Sept. 8 statement, Kimball made no mention of a supposed state requirement and instead emphasized his commitment to supporting the reopening of small businesses.

"Trey was very vocal with me regarding his disappointment (I am being kind in this description) with the Walla Walla County commissioners for not canceling the county fair this year," Kimball wrote on social media. "I spoke of my passion for keeping businesses open, including his wineries."

Kimball noted that professional rodeo participants, vendors, 4-H and FFA members all benefited financially because the fair was allowed to occur.

"According to Trey, those small businesses are

not worthy to remain open even though his businesses are. Hypocritical." Kimball wrote. "If it were up to Trey, those kids could just take a loss on their animals for another year as many did in 2020. Shameful!"

Kimball stated in his post that if he were not an advocate for keeping businesses open, then he may have supported the closure of all businesses; he listed wineries specifically.

"Since the reopening of wineries (and other businesses) in our community, our COVID-19 numbers have risen, especially with the delta variant," Kimball wrote. Kimball estimated that 12,000 people visit the Walla Walla Valley every weekend, or 624,000 per year, to visit area wineries.

"Trey needs to take accountability for the potential impacts his businesses have had on the spread of COVID-19 not just in our community but worldwide," Kimball said in the post.

In his statement, Kimball did not take accountability for the potential impact of the fair, which he said drew 8,600 patrons per day.

IN BRIEF

Local volunteers sought for National Public Lands Day

BAKER CITY — As part of the 2021 National Public Lands Day celebration, the Bureau of Land Management's National Historic Oregon Trail Interpretive Center is seeking volunteers to help improve visitor access to the site Saturday, Sept. 25, 9-11 a.m.

Registration will begin at 8:30 a.m. at the center's driveway entrance, 22267 Highway 86, Baker City. Work to be done includes cutting back overgrown vegetation, removing debris and site preparation for new nonmotorized access gates.

Volunteers will receive a commemorative T-shirt plus a complimentary pass for entrance fees or day use fees when visiting a federal lands site. Water and snacks, gloves and tools will be provided. Participants should wear sturdy shoes and be prepared for a variety of weather conditions.

Department of Interior COVID-19 guidelines will be followed, including social distancing. For those who are not fully vaccinated, masks are required in crowded outdoor spaces. Hand sanitizer and masks will be available.

For more information, contact the center 541-523-1843; if no answer, leave a message. —EO Media Group

CORRECTIONS: The *East Oregonian* works hard to be accurate and sincerely regrets any errors. If you notice a mistake in the paper, please call 541-966-0818.

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