

March 17, 2016

Anjala Krishen
University of Nevada, Las Vegas



Dear Anjala,

Congratulations! You have been accepted to teach in Shanghai, China during Summer Session II 2017. It is my pleasure to officially welcome you, and I look forward to working with you in the months ahead.

Please take the time to read this email carefully and reply to me at your earliest convenience to:

- Accept this invitation
- Confirm your bio statement and course information as explained below

I will be your primary contact for the Visiting Professor Program, and will send you information from now until your departure. Please feel free to be in touch at any time with questions or concerns. Please also look up the program dates for your term on the USAC website to verify that those dates will work for you. While final dates for 2017-18 won't be set until this summer, this year's dates still provide a good guideline.

Our primary task in the next few days is to finalize your bio and your course details/description (for use in the catalog, website, press releases, and promotional materials). Your syllabus will be due to me in mid-August; I will send more information on that shortly.

Bio Statement for USAC Catalog & Website:

Please confirm your bio below. This is also your chance to make any revisions, but keep in mind that space is limited (about 50 words) and that further edits may be necessary depending on the catalog layout, etc. Visit the USAC website (in the course section for each program, you will find a section entitled "US Professors") for examples from other Visiting Professors.

Dr. Anjala Krishen, University of Nevada, Las Vegas

Dr. Krishen received teaching awards including: 2015 UNLV Foundation Distinguished Teaching, 2013 CSUN Faculty Excellence for LBS, and Best Pedagogical Paper for 2012 and 2014 Marketing EDGE. Her research awards include fellowships for 2011, 2013, 2014, and Departmental excellence for 2011-2014. She currently has over 35 peer reviewed journal papers.

Course Details for USAC Catalog & Website:

We would like for you to teach the following course:

Internet Marketing

MKT, 300-level, 3 credits

Students will learn how the Internet and Social Media have become a necessity in modern business, and discover how they can assist in marketing. The Internet is an extremely useful tool for marketing planning, and has become a necessary and integral part of a firm's marketing mix. The primary objective of the course is to focus on how the Internet can serve as an invaluable resource for the marketer. You will learn about the Internet from its beginnings until present day and the advantages and disadvantages of marketing on-line as well as complete a hands-on project.

If you have any revisions or additions you wish to make to these course details before they go to the printer, please let me know. Also, let me know if we need to list a prerequisite for this course. We rely on you to ensure that what you teach abroad will meet degree/general education requirements at your home campus in order to make sure your own students will benefit from joining you. Note that all our courses are approved and articulated at the University of Nevada, Reno, and we may need to make changes to

the course departmental designation and/or course level based on the Nevada catalog as we pursue articulation. I will inform you if this becomes necessary.

Teaching Logistics:

Give some thought to any teaching accommodations that you think could enhance your course, including fees for trips. Keep in mind that program sites abroad do not necessarily have the same level of technology that you may expect, especially computers and web-based instruction. In most cases, we can arrange for a classroom with projector, but not always with internet, and if there is a connection, it may not be very fast. You can, however, assume that all students will have internet access in their housing and/or on campus in order to complete assignments. Please refer to the attached Teaching FAQ document for more information on teaching accommodations available at your program site.

Please reply to confirm you have received this message, and to confirm that your bio and course description are accurate. We are quickly approaching deadlines for the catalog to go to print, so please reply within 3 days if possible.

Congratulations once again!

All the best,

A handwritten signature in cursive script that reads "Sabrina Harris".

Sabrina Harris
University Relations Coordinator