Welcome to the Marketing Department’s newsletter! The mission of the Department of Marketing is to educate students to function and grow in a dynamic business world. We hope this newsletter will provide you with valuable information to assist you towards graduation and to learn more about the department’s activities and opportunities.

### IMPORTANT DATES

**March 29-April 8**
Registration and Schedule Changes for Summer 2010

**April 4, Sunday**
Happy Easter

**April 8, Thursday**
1st International Spanish Documentary Festival
LBJ Student Center 3-5.1
9:00 a.m. – 6:00 p.m.

**April 12-28**
Registration for Fall 2010

**April 21, Wednesday**
12th Annual Gilbert M. Grosvenor Distinguished Lecture Series
“Answers and Questions with Alex Trebek”
Alkek Teaching Theater, 7:00 p.m.
(This event is free; however, for reserve tickets, email bh1123@txstate.edu)

**April 22, Thursday**
Last Day to Withdraw from Spring 2010 Classes (ends at 5:00 p.m.)

### NATIONAL COLLEGIATE SALES COMPETITION

Texas State University—San Marcos Wins 2010 National Collegiate Sales Competition

College students who compete at the National Collegiate Sales Competition network with recruiters from across the nation to secure employment after graduation.

Nearly 350 college students from 61 universities traveled to Georgia for a chance to compete at the 12th Annual National Collegiate Sales Competition (NCSC), hosted by the Coles College of Business (Kennesaw State University) on March 5-8, 2010, but these students are not just competing for the title of champion. They also competed for job offers from top recruiters from across the nation.
the nation. The NCSC has become an annual hot spot for Fortune 500 recruiters who want to hire the top sales students in the nation. Ben Campbell and Brett Georgulis, Texas State University-San Marcos graduate students won the Graduate Division of the National Collegiate Sales Competition. Brett Georgulis said, "The schools participating have some of the best business sales centers in the country. Having done so well in both the graduate and undergraduate divisions says a lot about Texas State's faculty and staff support, as well as the caliber of students they are able to attract.” Ben Campbell noted, "The NCSC is the most prominent sales competition in the country, and the competitive nature of our team has been the key contributing factor to our success. It is absolutely fulfilling to see all of our hard work result in bringing home the championship trophy for the graduate division.” Representing the Undergraduate Division from Texas State was Calynn Kutter and Trevor Robertson, both of whom finished in the quarterfinals. Trevor Robertson received an offer immediately after his 1st round victory to enter the leadership program at Verizon. David Standefer and Preston Schaub were alternates for this division. Mrs. Vicki West, coach of the Texas State team said, “These students work for three months, twenty hours a week, in order to hone their interactive and negotiation skills to effectively present product benefits. One key element of the competition is that the students understand the skills they are learning are transferrable to almost any business situation, not just in a professional selling career.”

SCHOLARSHIP RECIPIENTS

The McCoy College of Business Administration Awards Day and Beta Gamma Sigma Induction Ceremony will be held on Friday, April 9, 2010 at 5:30 p.m. in the LBJ Student Center 4th floor teaching theater (Room 4-16.1). Congratulations to the following Marketing Majors for receiving scholarships:

Amanda Blair Allen
Leland Wilson Scholarship

Lisa Carrington
Gary V. Woods Undergraduate Scholarship

Amanda Dickinson
James H. & Helen S. Dotson Family Scholarship

Gilbert Garza, Jr.
Dempsey Serur Scholarship

Melissa Granados
Farm Credit Bank of Texas Annual Business Scholarship

Danielle Holt
Jack W. Farley Business Scholarship

Sheila Lyle
Kerley Scholarship

Cress Terrell
Gary V. Woods Undergraduate Scholarship

Audrey Thornton
Carolyn Barkley Scholarship in Marketing

RACE FOR RELIEF

Students in Free Enterprise (SIFE) is hosting their 2nd Annual Race for Relief 5K run on Saturday, April 24th, starting at 8:00 a.m. at the River Ridge Business Park, off IH-35 in San Marcos. The Race for Relief 5K is an IChooseYou Ministries and Texas State SIFE partnership project in an effort to end the suffering in the small village of Nematala, home to the Karamojong Tribe in Mbale, Uganda. The entry fee for pre-registration is $20 and the day-of registration entry fee is $25. Registration begins at 7:00 a.m. There will also be a 1 Mile Fun Walk beginning at 10:00 a.m. (pets are welcome!). Register for the run/walk online at www.raceforrelief.com or for questions, contact TexasStateSIFE@gmail.com. All entrants will receive a T-Shirt and goodie bag and awards will be given to the top placers. T-Shirts will also be sold for anyone not able to attend the event to help raise money for the Karamojong Tribe.

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