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**

**August 6, Thursday**  
Last Day to Withdraw from Summer II  
(ends at 5:00 p.m.)

**August 12, Wednesday**  
Last Day of Classes in Summer II

**August 13, Thursday**  
Final Exams for Summer II

**August 13-25**  
Late Registration & Schedule Changes for Fall  
(ends at 3:00 p.m. on 8/25)

**August 14, Friday**  
McCoy College of Business Commencement  
2:00 p.m., Strahan Coliseum

**August 18, Tuesday**  
Summer II Grades Available at Noon

**August 25, Tuesday**  
Last Day to Pay for Fall Late Registration  
(ends at 6:00 p.m.)

**August 26, Wednesday**  
First Day of Fall Classes

**August 26-31**  
Fall Schedule Changes  
(ends at 3:00 p.m. on 8/31)

**August 27-Sept. 18**  
Diploma pick-up from Summer Graduation

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**STUDENT ORGANIZATIONS**

GET INVOLVED! The Department of Marketing faculty actively support and advise three student organizations, all of which have successful track records in gaining student involvement, contributing to the university and community, and succeeding at the highest levels of competition. These organizations are a major component of the department’s ongoing pride and tradition. If you would like to be a part of any of these exciting and career-oriented groups, contact the advisors listed below:

**American Marketing Association (AMA)**  
Dr. Gail Zank - gz10@txstate.edu  
Dr. Jeremy Sierra – js204@txstate.edu

**American Advertising Federation (AAF)**  
Dr. Mary Ann Stutts - ms04@txstate.edu

**Students In Free Enterprise (SIFE)**  
Mrs. Vicki West - vw03@txstate.edu
**INTERNSHIP OPPORTUNITIES**

Sweet Leaf Tea is looking to bring on 2 to 4 marketing interns for the Fall 2009 semester, starting as early as August 17th (but no later than August 24th) and lasting through December 11, 2009 (dates flexible). They offer a laid-back and flexible work environment that will provide real experience in all departments of the company (marketing, administrative, accounting, and sales) -- not to mention all the free Sweet Leaf you and your granny can handle! Sales and/or marketing experience encouraged but not required. Sophomore status or higher is preferred. You may earn college credit during your internship by contacting **Mrs. Judy Dietert** at jd13@txstate.edu. For more information about the internship, contact **Happy Mercado** at happy@sweetleaftea.com.

The Marketing Department strongly encourages its majors to complete an internship during your junior or senior year. Internships provide students with the connections, expertise and experience they need to be competitive in the work force. For information and internship approval, please contact **Mrs. Judy Dietert**, Assistant Chair of the Management Department, who handles the internship program for the Marketing and Management Departments. **Mrs. Dietert** can be reached at (512) 245-2659 or by email at jd13@txstate.edu. Marketing majors classified as juniors or seniors are eligible to enroll in MKT 4399 (Internship) and receive three hours credit for an advanced marketing or an advanced business elective. For internship guidelines and postings of current internship opportunities, please visit the internship website at [www.mkt.mccoy.txstate.edu/Internships.html](http://www.mkt.mccoy.txstate.edu/Internships.html).

**STUDENT RESPONSIBILITY**

The McCoy College of Business Administration at Texas State University-San Marcos uses a set of advising and learning policies to facilitate a smooth and productive learning environment for its students in its degree programs. By providing students with this information, the McCoy College focuses student attention on learning, course content, and degree completion. Through the implementation of these policies, the McCoy College also educates the student not only in business concepts, strategies, and procedures, but also in professional behavior and expectations. To learn more about your responsibilities as a student, visit the Marketing Department webpage at [http://marketing.mccoy.txstate.edu/students.html](http://marketing.mccoy.txstate.edu/students.html) and click on “Students’ Responsibilities on Advising and Learning.” The purpose of this document is to outline students’ responsibilities on advising and learning policies, to explain the rationale behind using them, and to ensure student understanding of these policies.

**COLLEGE SURVIVAL SKILLS**

*Perhaps the most valuable result of all education is the ability to make yourself do the thing you have to do when it ought to be done, whether you like it or not.*

--- Walter Bagehot

For more information regarding the Department of Marketing, please visit our website at [www.marketing.mccoy.txstate.edu](http://www.marketing.mccoy.txstate.edu). If you have information you would like published in “Marketing Memos,” please e-mail us at marketing@txstate.edu.

Christine Billingsley, Editor
cbillingsley@txstate.edu

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