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. Happy Holidays!

### IMPORTANT DATES

**December 7, Monday**
Last Class Day for Fall 2009

**December 8-15**
Final Exams

**December 9, Wednesday**
Spring 2010 Registration Payment Deadline

**December 18, Friday**
McCoy College of Business Graduation
Straham Coliseum, 2 p.m.

**December 21, Monday**
Grades Available on CatsWeb

**December 19-January 18**
Holiday Break!

GOOD LUCK ON YOUR FINALS!

### ALPHA MU ALPHA

Congratulations to the following students who were inducted on November 19, 2009 into Alpha Mu Alpha, the national marketing honorary society recognizing and rewarding scholastic achievement among marketing students. To be invited to join Alpha Mu Alpha, marketing majors are required to have 90+ credit hours and be in the top 15% of their class with respect to GPA.

Felicia Bedgood  
Kelsey Blomdahl  
Andrea Buffet  
Jimmy Harwell  
Michael Hoelscher  
Tyler Jenkins  
Jenna Knouse  
Saki Matsukawa  
Jennifer Munoz  
Julie Pavelka  
Rebecca Schulz  
Samantha Spillman  
Cordie Thomas  
Jamilah Umaru  
Lisa Wong  
Kyrsten Berg  
Nicholas Brackett  
Amanda Flores  
Abigail Henderson  
Nara Jenkins  
Kyle Kenter  
Kinnon Martin  
Alisha Minteer  
Todd Nophsker  
Noah Russell  
Elyse Sivil  
David Standefer  
Zorica Tomic  
Kevin Vaclavik  
Kelly Wyatt

Congratulations to all new members!
INTERNSHIP OPPORTUNITIES

GAIN VALUABLE EXPERIENCE AND COURSE CREDIT WITH AN INTERNSHIP

The Marketing Department strongly encourages its majors to complete an internship during their junior or senior year. Internships provide students with the connections, expertise, and experience they need to be competitive in the workforce. Texas State marketing students have interned at companies such as Dell, GSD&M Advertising Agency, Austin Ice Bats, San Antonio Spurs, News 8 Austin, Motorola, K-Eye News, Round Rock Express, Grande Communications, and Enterprise Rent-A-Car. For information and internship approval for credit, 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 http://mgt.mccoy.txstate.edu/internships.html.

Sweet Leaf Tea is looking to bring on 2 to 4 marketing interns for the Spring 2010 semester, starting as early as January 11th (but no later than January 19th) and lasting through May 14, 2010 (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 Mr. Happy Mercado at happy@sweetleaftea.com.

STUDENT SPOTLIGHT

The McCoy College has chosen two students to represent Texas State at the Winter 2010 Beta Gamma Sigma Student Leadership Forum in Tampa, Florida. Marketing major David Standefer and management major Grayson Wester will attend the Forum in February. The BGS Student Leadership Forum brings together students from universities across the country for a chance to improve their leadership skills. The Forum challenges the chosen participants to examine questions such as, “What Kind of Leader Will I Be?” Team-building exercises, social activities, networking and other activities make the Student Leadership Forum a very positive step forward in the professional lives of those taking part. Congratulations, David and Grayson!

SCHOLARSHIPS COMING SOON!

Scholarship criteria, information, and applications will be available on the McCoy College website by Wednesday, December 9th. From the main page, hold your cursor over Undergraduate Programs, then click Scholarships. All business majors who will graduate in December 2010 or later are eligible for McCoy College of Business scholarships ranging from $500 to $5,000.

TOP TEN JOBS IN AMERICA!

According to CCNMoney.com, a Sales Director job is one of the Top 10 Best Jobs in America! Great pay and superior growth prospects. Work that's meaningful. Those are some of the qualities they looked for when selecting America's best jobs. (Also note #3!)

1. Systems Engineer
2. Physician Assistant
3. College Professor
4. Nurse Practitioner
5. IT Project Manager
6. CPA
7. Physical Therapist
8. Network Security
9. Intelligence Analyst
10. Sales Director

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Texas State University-San Marcos is a member of the Texas State University System.