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**

**January 8-16**  
Late Registration and Schedule Changes  
(ends at 3:00 p.m. on Jan. 16th)

**January 16, Friday**  
Payment Deadline  
(ends at 6:30 p.m.)

**January 19, Monday**  
Martin Luther King Holiday

**January 20, Tuesday**  
First Day of Classes for Spring 2009

**January 20-23**  
Schedule Changes  
(ends at 3:00 p.m. on Jan. 23rd)

**ADDITIONAL CLASS ADDED**

An additional marketing/business elective has been added to the spring 2009 schedule! The additional section of Sales Management (MKT 3360.252) is being offered on Wednesdays, 6:30-9:20 p.m. in MCOY 222. For registration purposes, the index number is 348277.

**GRADUATION APPLICATION DEADLINE**

If you plan on graduating this spring, graduation applications are due on Friday, February 13, 2009. For more information about applying for graduation, contact the McCoy College of Business Administration Advising Center at (512) 245-1993. You can apply for graduation on-line at www.txstate.edu, click on CatsWeb, and then click on Student Services. On the Student Services page under Academic Records, click on “Apply for Graduation.”

**SCHOLARSHIP APPLICATIONS**

Scholarship applications are now available on-line at: www.business.txstate.edu/McCoy/scholarships/forms.htm. All business majors who will graduate in December 2009 or later are eligible for McCoy College scholarships ranging from $500 to $5,000. The application deadline is February 18, 2009. Please turn in your completed application packets to the Department of Marketing in 424 McCoy Hall. The Departmental Scholarship Committees and the McCoy College of Business Administration Scholarship Committee will be making their decisions in early March. Scholarship recipients will be notified by mail and must attend the Awards Day ceremony in Spring 2009.
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. Jeremy Sierra – js204@txstate.edu
Dr. Gail Zank - gz10@txstate.edu

AMA Membership Applications can be picked up in the Marketing Department office in McCoy Hall 424 or by attending one of the bi-monthly AMA meetings.

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

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

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. 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. To learn more about your responsibilities as a student, visit the Marketing Department webpage at http://marketing.mccoy.txstate.edu, click on “Student Resources” and then click on “Students’ Responsibilities on Advising and Learning.”

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

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