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 7-15**  
Late Registration and Schedule Changes  
(ends at 3:00 p.m. on Jan. 15th)

**January 15, Friday**  
Payment Deadline (ends at 6:30 p.m.)

**January 18, Monday**  
Martin Luther King Holiday

**January 19, Tuesday**  
First Day of Classes for Spring 2010

**January 19-22**  
Schedule Changes (ends at 3:00 p.m. on 22nd)

**GRADUATION APPLICATION DEADLINE**

If you plan on graduating this spring, graduation applications are due on Friday, February 12, 2010. 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](http://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/](http://www.business.txstate.edu/mccoy/scholarships/). All business majors who will graduate in December 2010 or later are eligible for McCoy College scholarships ranging from $500 to $5,000. The application deadline is February 16, 2010. 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 2010.

**AMERICAN MARKETING ASSOCIATION**

The Texas State American Marketing Association will host an Informational Meeting on Wednesday, January 27th at 5:30 p.m. in LBJSC 3-14.1. Come learn about the many benefits of AMA membership. Plans for the semester will be discussed and one can learn about opportunities to become more involved with AMA. Dr. Denise Smart, the Dean of the McCoy College of Business, will be speaking. In addition, a person from the Austin Professional Chapter will speak. This is also a great chance to network and meet fellow students. AMA is open to all majors. Business casual attire is suggested for meetings. Pizza and soda will be available at 5:15 p.m. AMA meetings are bi-weekly. Go to
Texas State AMA Receives $500 Community Service Grant

Texas State AMA was one of five schools awarded a $500 community service grant from the American Marketing Association Foundation (AMAF) in support of The Boys and Girls Club of South Central Texas’ Club Blue Program. The AMAF’s mission is to be an essential resource to nonprofits, helping them achieve greater success through effective marketing. As the nonprofit philanthropic arm of the American Marketing Association, the AMAF also champions and supports excellence in marketing and diversity in the marketing profession. There are currently over 300 AMA student chapters in the United States. The American Marketing Association is one of the world’s largest organizations for marketers. The Texas State AMA will be using the money from this community service grant to increase awareness and involvement of the Boys and Girls Club and Club Blue Program on campus and in the local San Marcos community. Texas State AMA will be using their members’ skills and “marketing for a good cause” with the help of the AMAF Community Service Grant. Texas State AMA will sponsor a raffle in support of Boys and Girls Club of South Central Texas and Club Blue. Also, a team of Texas State AMA students will host a college day exposure event, True Life; this event will be held at Texas State in Spring 2010 and bring Boys and Girls Club’s students to the university to introduce them to the university environment. If you are interested and would like to help with this effort, please contact Jaci Johnson at jj1276@txstate.edu or Matt Bridger at mb1498@txstate.edu. (News release submitted by Alyssa Douglass, VP Public Relations, Texas State AMA Chapter)

“College to Career” AMA Conference

Texas State AMA will host a regional conference entitled “College to Career.” This conference will provide information that will make the transition from college to career easier. The conference will be held on February 12, 2010 at Texas State from 10:00 a.m. to 4:00 p.m. The cost to attend is $20 and includes a t-shirt and lunch. The conference is open to all majors from all universities and one need not be a current AMA member to attend. Conference events include two speaker sessions, a business attire fashion show -- “Kohl’s on the Runway at Texas State,” lunch, and a panel discussion. Speakers include Mr. Simon Salt, CEO of IncSlingers. He is a recognized national speaker on the topic of social media. Ms. Stacy Armijo, Vice President of Pierpont Communications will also be speaking. Her expertise includes communication planning, media relations, crisis communications, and marketing communications. There will also be a representative from Kohl’s discussing the transition from college to career. The panel discussion will provide advice from business professionals in various stages of their careers. A registration link will be available later this month on the Texas State AMA website (www.business.txstate.edu/ama).

FOCUS ON FACULTY


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