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**

**July 2, Thursday**  
Last Day to Withdraw from Summer I  
(ends at 5:00 p.m.)

**July 8-10, Wednesday-Friday**  
Summer II Late Registration and Schedule Changes  
(ends at 3:00 p.m. on 7/10)

**July 10, Friday**  
Payment Deadline for Late Registration for Summer II (ends at 5:00 p.m.)

**July 13, Monday**  
First Day of Summer II Classes

**July 13-14, Monday-Tuesday**  
Schedule Changes for Summer II  
(ends at 3:00 p.m. on 7/14))

**July 14, Tuesday**  
Grades Available for Summer I

**July 16, Thursday**  
Drop with Refund for Summer II

**July 31, Friday**  
Automatic “W” Deadline  
Last Day to Drop a Summer II Class  
(ends at 5:00 p.m.)

**FACULTY FOCUS**

**Dr. Mary Ann Stutts Named 2009 AAF Distinguished Advertising Educator**

Dr. Mary Ann Stutts, professor of marketing at Texas State, is the 2009 American Advertising Federation Distinguished Advertising Educator. Awarded annually, the Distinguished Advertising Educator Award recognizes the best advertising professors in the country. Throughout her three decade teaching career, Dr. Stutts has published research regarding consumer behavior and marketing to children and young adults, and she has helped jumpstart the careers of hundreds of students. Each year since 1980, she has led a team of students in the AAF’s National Student Advertising Competition, and her teams have nine first-place district finishes, 13 national appearances and two national wins. During this time, Dr. Stutts also served on the AAF's academic committee and was the committee's chair in 1993. As a result of teaching and research dedication, Dr. Stutts has received numerous honors and awards including the AAF District 10 Outstanding Educator Award, the Austin Advertising Federation Educator of the Year Award and the Texas State Alumni Association...
Teaching Award of Honor. Her work has been published in the Journal of Advertising, Journal of Consumer Affairs, Journal of Marketing and Public Policy, Journal of Academy of Marketing Science and American Journal of Health Behavior. Dr. Stutts was honored at the 2009 AAF National Conference, which took place in Arlington, Va. June 4-6. Each year, this conference brings together leaders from agencies, clients, media companies and college campuses to discuss topics that impact the industry. The conference also showcases the industry’s best work in the ADDY® Awards and future talent with the finals of the National Student Advertising Competition. Eligibility for the AAF Distinguished Educator Award includes excellence in teaching and student advisement, record of scholarly research, publications and professional experience and record of participation in advertising organizations, the industry, academia and the community. Congratulations, Dr. Stutts!

STUDENT ORGANIZATIONS

Texas State SIFE Team Places in “Elite Eight” at National Competition

The Texas State Students in Free Enterprise (SIFE) team placed in the “Elite Eight” teams out of a field of over 116 teams who advanced to the national competition. Over 900 teams initially competed at the regional level. The Texas State SIFE team has now won their regional competition for the 13th straight year. The U.S.A. national champion was Flagler College from Florida. In the individual topic competition category, which measures the content of each university’s program, Texas State SIFE placed in the top 20 teams in five of the seven topic categories, including: Entrepreneurship Competition; HSBC Financial Literacy Competition; Environmental Sustainability Competition; Campbell’s/Sealed Air Business Ethics Competition; and GE Consumer & Industrial Program Sustainability Competition. Brittany Fiedler was the presentation team captain, and presentation team members were: Ben Campbell, Brett Georgulis, Rian Beaudoin, Michael Huddleston, and Lauren Peterson. Texas State SIFE President, Rian Beaudoin, had this to say about the national competition, “One of the most rewarding parts of the competition is to get an opportunity to showcase the projects of all of our team members for the year.” In addition to competition, Texas State SIFE students had the opportunity to interview for jobs and internships from Fortune 500 companies, many receiving multiple offers. The Texas State students have had a great deal of success at the national career fair, and many former students are employed throughout the country as a result of their involvement with the organization. Sponsoring companies such as Waste Management, Nestles, Frito-Lay, Dell Labs, Finish Line, Campbell’s and others regularly seek Texas State SIFE students for employment with their companies. Brittany Fiedler, presentation team captain, noted that even in a global recession the Texas State students were receiving multiple job offers from the corporate recruiters. SIFE is a non-profit organization active on more than 1,400 college and university campuses in 48 countries, involving over 38,000 students in their outreach projects. SIFE works in partnership with businesses and higher education to provide students the opportunity to make a difference and to develop leadership, teamwork and communication skills through learning, practicing and teaching the principles of free enterprise. For more information, contact: Mrs. Vicki West at 512-245-3224 or vw03@txstate.edu. Congratulations, Texas State SIFE members!

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

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