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**

**SUMMER I 2009**

*June 3-5, Wednesday-Friday*
Late Registration/Schedule Changes  
(ends at 3:00 p.m. on 6/5)

*June 5, Friday*
Payment Deadline for Late Registration  
(ends at 5:00 p.m.)

*June 8, Monday*
First Day of Classes

*June 8-9, Monday-Tuesday*
Schedule Changes  
(ends at 3:00 p.m. on 6/9)

*June 11, Thursday*
Drop with Refund  
(ends at Midnight)

*June 15, Monday*
Graduation Application Deadline

*June 29, Monday*
Last Day to Drop a Class with an Automatic “W”  
(ends at 5:00 p.m.)

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**ON-LINE GRADUATION APPLICATION**

**Deadline for Summer Graduation is June 15 th**

If you plan on graduating in August 2009, the graduation application deadline is June 15th. To apply on-line, go to the Texas State home page at [http://www.txstate.edu](http://www.txstate.edu). Click on CATSWEB, then Student Services. On the Student Services page under Academic Records, click on Apply for Graduation. If you have any questions, please call the McCoy College of Business Administration Advising Center at 512-245-1993.

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**STUDENT ORGANIZATIONS**

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

The Texas State University-San Marcos Students in Free Enterprise (SIFE) team placed in the “Elite Eight” teams out of a field of over 116 teams who had 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 thirteenth 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; Environ-
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, Del Labs, Finish Line, Campbells 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 1400 college and university campuses in 48 countries, involving over 38,000 students in their outreach projects. SIFE works in partnership with business 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.

National information: www.sife.org or contact Ms. Nancy Ellis at 1-800-235-9585.

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.

### SUMMER MARKETING CLASSES

#### SUMMER I

**MKT 3343 – Principles of Marketing**  
10:00-11:40 a.m. – MTWHF – MCOY 243 – Becerra  
2:00-3:40 p.m. – MTWHF – MCOY 243 – Becerra

**MKT 3350 – Consumer Behavior**  
10:00-11:40 a.m. – MTWHF – MCOY 222 – Sierra  
12:00-1:40 p.m. – MTWHF – MCOY 243 – Sierra

**MKT 3370 – Marketing Research**  
12:00-1:40 p.m. – MTWHF – MCOY 222 – Zank

**MKT 4337 – Marketing Management**  
2:00-3:40 p.m. – MTWHF – MCOY 222 – Badrinarayanan

**MKT 4397 – Directed Study**  
By Approval - West

**MKT 4399 – Marketing Internships**  
By Approval – Dietert

#### SUMMER II

**MKT 3358 – Professional Selling**  
10:00-11:40 a.m. – MTWHF – MCOY 335 – West  
12:00-1:40 p.m. – MTWHF – MCOY 335 – West

**MKT 4330 – Promotional Strategy**  
10:00-11:40 a.m. – MTWHF – MCOY 222 – Suh  
12:00-1:40 p.m. – MTWHF – MCOY 222 – Suh

Christine Billingsley, Editor  
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Texas State University-San Marcos is a member of the Texas State University System.