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**

**March 3, Wednesday**  
AMA Sausage Wrap Sale  
10:00 a.m. – 2:00 p.m. in the Quad

**March 3, Wednesday**  
American Marketing Association Meeting  
Speaker: Rodrigo Guerrero, Director of Marketing Research, The Scooter Store  
LBJSC 3-14.1, 5:30 p.m.

**March 7-14**  
Spring Break!

**March 17, Wednesday**  
American Marketing Association Meeting  
Speaker: Frances Dulany, National Sales Manager, Riba Foods, Inc.  
LBJSC 3-14.1, 5:30 p.m.

**March 25, Thursday, ends at 5:00 p.m.**  
Automatic “W” Deadline  
Last Day to Drop a Class

**March 29 – April 8**  
Registration for Summer I and II 2010

**March 31, Wednesday**  
AMA Case Team Presentation  
LBJSC 3-14.1, 5:30 p.m.

**DIVERSITY MONTH**

McCoy College celebrates Diversity Month! Based on this year’s Common Experience, The Whole Mind, **Dr. Bruce Smith**, Texas State School of Journalism & Mass Communication, will speak on diversity of learning styles, world views and creativity. Please join us on March 29th in McCoy Hall 129, 1:30-2:30 p.m.

**BETA GAMMA SIGMA**

Beta Gamma Sigma is the honor society serving business programs accredited by AACSB International (Association to Advance Collegiate Schools of Business). Congratulations to the following Marketing students who have been invited to join Beta Gamma Sigma:

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<td>Kelly</td>
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Summer I 2010

MKT 3343 – Principles of Marketing
8:00-9:40 a.m. - M-F - MCOY 243 - Taylor
10:00-11:40 a.m. - M-F - MCOY 243 - Taylor
6:00-8:30 p.m. - M/W - AVRY 408 - Jillapalli

MKT 3350 – Consumer Behavior
12:00-1:40 p.m. - M-F - MCOY 243 - Smith
2:00-3:40 p.m. - M-F - MCOY 243 - Smith
6:00-8:30 p.m. - T/H - AVRY 408 - Jillapalli

MKT 3370 – Marketing Research
10:00-11:40 a.m. - M-F - MCOY 222 - Zank
12:00-1:40 p.m. - M-F - MCOY 222 - Sierra

MKT 3380 – Sports Marketing
10:00-11:40 a.m. - M-F - MCOY 335 - Sierra

MKT 4330 – Promotional Strategy
2:00-3:40 p.m. - M-F - MCOY 222 - Stutts

MKT 4337 – Marketing Management
2:00-3:40 p.m. - M-F - MCOY 335 - Badrinarayanan

MKT 4399 – Marketing Internship
Contact Ms. Judy Dietert at (512) 245-2571

Summer II 2010

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

MKT 3385 – Ethnic & Niche Marketing
12:00-1:40 p.m. - M-F - MCOY 222 - Becerra

MKT 4310 – International Marketing
2:00-3:40 p.m. - M-F - MCOY 222 - Becerra

MKT 4330 – Promotional Strategy
10:00-11:40 a.m. - M-F - MCOY 222 - Suh
2:00-3:40 p.m. - M-F - MCOY 242 - Suh

CAREER SERVICES

SPRING JOB AND INTERNSHIP EXPO
Wednesday, March 24, 2010
Strahan Coliseum, 3:00-6:00 p.m.

With over 90 employers already registered, the EXPO will provide opportunities for you to network regarding careers and search for jobs and internships. If you are not graduating, you still have good reasons to attend. Networking with these organizations prior to your senior year gives you the opportunity to ask questions about career advancement, employee development, corporate social responsibility initiatives, community involvement, work/life balance and all of the other aspects of your career choice that are important to you. If you are graduating this year, don’t miss this event on Wednesday, March 24th, 3:00-6:00 p.m. at the Strahan Coliseum. Dress professionally. A tentative list of employers is available on Jobs4Cats.

RESUME DROP DEADLINES

Deadline: Wednesday, March 5, 2010
Insight Global / Sales Account Manager
GPA: 2.0 / Majors: All majors
Interview Dates: March 22 & 23, 2010

Deadline: Monday, March 15, 2010
E & J Gallo Winery
Management Development Program
GPA: No minimum required / Majors: Business Administration, Finance, Management, Marketing
Interview Date: March 25, 2010

Deadline: Monday, March 15, 2010
Saks Fifth Avenue–Off 5 th / Manager in Training
GPA: 3.0 / Majors: All majors
Interview Date: March 26, 2010

For more information regarding any of the above, please contact LaTonya Henry at LH17@txstate.edu.

Christine Billingsley, Editor
cbillingsley@txstate.edu

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