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

November 6, Friday
Last Day of Registration for Spring 2010
Payment Installment Due for Fall

November 11, Wednesday
American Marketing Association Meeting
Speaker: Charles Chapman, Frost & Sullivan
LBJSC 3-14.1, 5:30 p.m.

November 19, Thursday
Alpha Mu Alpha Induction Ceremony
Minifie Academic Atrium, 5:30 - 6:30 p.m.

November 23, Monday
Withdrawal from University Deadline
(ends at 5:00 p.m.)

November 25-27
Thanksgiving

NEW SALES CONCENTRATION

The newly formed Professional Selling Corporate Partners Program offered through the Department of Marketing at Texas State is designed to enhance the practice and professionalism of selling and sales management. The program provides corporate partners with the opportunity to invest in the future of McCoy College professional selling students and in the future of the profession. Corporate partners develop strong, lasting relationships with some of the top sales students in the country. One of our most recent Corporate Partners is Federated Insurance, represented by David Rodriguez, District Marketing Manager. David is a Texas State alumnus and a past-president of the Associated Student Government at Texas State.

New Sales Class! A new marketing class is being offered in the spring 2010 semester -- Directed Study in Professional Sales (MKT 4396) -- as part of our new sales concentration. This class includes three components that take students to the next level of understanding the intricacies of selling, including the use of technology for increased productivity, prospecting, and developing specific account strategies. Hands-on action learning involving marketing national companies is also part of the learning experience. For those interested in sales, this course is a must! The class is scheduled for Thursdays, 6:30-9:20 p.m. in McCoy Hall 222.

STUDENT SPOTLIGHT

On November 4th and 5th, Ben Campbell (SIFE president) and Courtney Lamar (president-elect) will be attending the 2009 SIFE Sponsor Summit at Wal-Mart Headquarters in Bentonville, Arkansas. Only 48
students from 24 universities were invited to attend this event. Out of the 48 students, Courtney Lamar was the ONE and only student across the nation selected to speak at this conference, representing ALL SIFE students. Courtney will be presenting in front of the other 47 students, over 20 SIFE Headquarters staff, and 209 top executives and presidents from over 100 companies. Congratulations and Good Luck, Courtney and Ben!

### ALPHA MU ALPHA

The Department of Marketing announces the fall 2009 initiation of Alpha Mu Alpha, the national marketing honorary society recognizing and rewarding scholastic achievement among marketing students. To be invited to join Alpha Mu Alpha, marketing majors are required to have 90+ credit hours and be in the top 15% of their class with respect to GPA. Watch for your invitation to join! Applications should be returned to the Marketing Department no later than November 6th. The Induction Ceremony is scheduled for November 19, 2009 in the Minifie Academic Atrium, 4th floor, McCoy Hall at 5:30 p.m.

### BETA GAMMA SIGMA

The following marketing majors were inducted into Beta Gamma Sigma on October 19, 2009:

- Erika Akiyama
- Jennifer Munoz
- Amanda Flores
- Elyse Sivil
- Abigail Henderson
- David Standefer
- Michael Hoelscher
- Jamilah Umaru
- Jenna Knouse
- Lacey Wilke
- Saki Matsukawa

Beta Gamma Sigma is the honor society serving business programs accredited by AACSB International – The Association to Advance Collegiate Schools of Business. Only the top 10% of business juniors and seniors and the top 20% of business graduate students are eligible to become members of Beta Gamma Sigma. Congratulations, Marketing Majors!

### AMERICAN MARKETING ASSOCIATION

#### AMA Resume Workshop

Texas State AMA is having a Resume Workshop on Tuesday, November 3rd in McCoy Hall 127 beginning at 5:30 p.m. Mr. Lawrence Patterson, an Area Manager of Buckle, will be presenting. He will be giving insight of the proper methods to use when constructing a strong resume. Please bring your resumes with you because Mr. Patterson will be evaluating them and giving feedback. This event will be very informative and useful for business students when preparing to find jobs and internships. Food will be provided and casual attire is appropriate.

#### Pluckers Night!

Join other AMA members and officers for a delicious meal at Pluckers Wing Bar on Thursday, November 5th, 11 a.m. to 2 a.m. Just mention to the hostess that you are with AMA and 20% of all the proceeds will be donated to the Texas State AMA organization.

#### “HOME” T-Shirts

Texas State AMA students are currently selling “Home” t-shirts for $10. This is a great way to show your Bobcat pride during sporting events, and they are also great gifts for Christmas. AMA representatives will be selling the t-shirts in the LBJ Mall on November 17-19, 9 a.m. to 3 p.m.

#### JOB SEARCH STRATEGY

Looking for a job or internship? Overcome the obstacles to finding a job with a solid strategy. Career Services and McCoy College of Business are hosting a “Creating Your Job Search Strategy” workshop on Wednesday, Nov. 4th, at 5:30 p.m. in McCoy Hall 111. Topics include important hints about career field research, resumes, and interviewing.

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