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**

October 1, Thursday  
Texas State Study Abroad Fair  
ASB Breezeway (in front of the Den)  
10:00 a.m. – 2:00 p.m.

October 1, Thursday  
Rock Yo’ Business Resume  
Tent at 2nd floor entrance to McCoy Hall  
10:00 a.m. – 3:00 p.m.

October 2, Friday  
Fall Payment Installment Due

October 5, Monday  
Business Majors and Careers Panel  
242 McCoy Hall, 5:00 - 6:30 p.m.

October 7, Wednesday  
Fall Job and Internship Fair  
Strahan Coliseum, 3:00 – 6:00 p.m.

October 19, Monday  
Beta Gamma Sigma Induction Ceremony  
119 McCoy Hall, 5:30 - 6:30 p.m.

October 19-November 6  
Registration for Spring 2010

October 20, Tuesday  
“Dress for Success”  
Sponsored by AMA and Hugo Boss  
127 McCoy Hall, 5:30 p.m.  
Food and drinks will be provided.

October 22, Thursday  
Careers in Retail Workshop  
LBJ Teaching Theatre, 5:30 - 7:00 p.m.

October 26, Monday  
Automatic “W” Deadline  
Last Day to Drop a Class  
(ends at 5:00 p.m.)

October 28, Wednesday  
American Marketing Association  
Speaker: Heather Bradberry with Randolph Brooks  
LBJSC 3-14.1, 5:30 p.m.

**ALPHA MU ALPHA**

The Department of Marketing would like to announce 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!**
FOCUS ON FACULTY

Marketing Faculty Stage a Creative Attack

The Texas State Common Experience project for 2009-2010 is called The Whole Mind: Crossing Boundaries of Disciplines. More information about the many Common Experience activities during this year can be found at www.txstate.edu/commonexperience/. The marketing faculty decided to get involved with the Common Experience this year because a major theme of the Whole Mind project is creativity. The field of marketing prides itself on the role of creativity in marketing success. Good marketing requires creativity and the best marketing requires exceptional creativity. At the beginning of the semester, the marketing faculty staged a Creative Attack to discuss ways to increase the creativity of our teaching and the creativity of our students. The above photo was taken during the Creative Attack. Topics discussed included how to encourage more independent student creativity, ways to stimulate more creative student team collaborations, how to measure creativity, and how to increase the overall creativity of the marketing curriculum.

STUDENT ACTIVITIES

Pluckers Night!

Join other AMA members and officers for a delicious meal at Pluckers Wing Bar on October 1st and October 20th, 11:00 a.m. to 2:00 p.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.

Breakfast Tacos for Sale!

Look for the AMA tent in the quad on Tuesday, October 6th and buy a delicious breakfast taco before heading out to class!

Beach Volleyball Fundraiser!

Come to the Cabana Beach Volleyball Court and show off your skills for beach volleyball while supporting AMA on Saturday, October 17th at 1:00 p.m. Form a team of 5 members and teams will compete against each other for a grand prize. There will also be other activities such as washers, bean bag toss, and much more. Each player must pay $10 to compete for the grand prize. Everyone is welcome.

“Interview Express”
Sponsored by Students In Free Enterprise

The purpose of “Interview Express” is to focus on employers’ needs by providing a learning forum to improve students’ appearance, etiquette, demeanor, and interviewing skills. It’s a one-day come-and-go event for all students that will include tips from Fortune 500 executives and SIFE senior officers. The event is being held on Thursday, October 22nd, 8:15 a.m. – 4:30 p.m. in the Minifie Academic Atrium, 4th floor, 434 McCoy Hall.

DETAILS & CONTENT:
- **Company information** will be presented by participating companies
- **Interviewing skills**: resumes, oral interviews, and introductions
- **Five questions** to ask yourself before dressing
- **Clothing checklist** for men/women
- **Wardrobe consultations** - people may come in with their clothing or wear their interview clothing for instant feedback
- **Where to shop** for professional attire – Top 10 suggestions, both location and price ideas
- Participants will be entered to: WIN A $25 BROOKS BROTHERS GIFT CARD

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