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, opportunities and organizations. For additional information about the Department of Marketing, please visit our website at www.marketing.mccoy.txstate.edu.

Legacy Leadership Internships – McCoy’s Building Supply
Fall 2014

We are pleased to announce that internship opportunities are available for the Fall 2014 semester with McCoy’s Building Supply. Numerous internships will be available for McCoy College juniors, seniors, and graduate students in the following areas: Accounting/Finance, CIS/QA, HR, Management, and Marketing. Students will have the opportunity to gain valuable business-related experience and training with a focus on all areas of the individually assigned department at area McCoy’s locations. You may view the complete postings for all internships here: http://mgt.mccoy.txstate.edu/Internships/Internship-Postings.

Additionally, interns will attend the McCoy Legacy Leadership class sessions and will be eligible to serve as student coaches for the course the semester following their internship. You may apply for an internship with McCoy’s Building Supply here:
https://rn22.ultipro.com/MCC1005/JobBoard/JobDetails.aspx?
-ID=*B5C5091CBA926CD1

Management, HR, and marketing majors who receive offers to intern with McCoy’s should submit an Internship Inquiry Form in order to receive your registration approval here: http://mgt.mccoy.txstate.edu/Internships/Internship-Inquiry-Form. If you have questions, you may call Mrs. Dietert at 512-245-2571 or 512-245-2659 or you may email her at jd13@txstate.edu or mgt_mktinterns@txstate.edu.

As always, we appreciate the continued support of McCoy’s Building Supply!
The Central Texas office of Liberty Mutual won many awards, including recognition of having a Top 1% performer in the entire USA, Mr. Scott OConnell. Scott was a student in both professional sales and SIFE, now known as Enactus.

“I had the very good fortune to learn professional selling at Texas State, and then started my career with Liberty Mutual. After working hard and applying my sales skills, I was just named to the 2014 Liberty Elite Winners, representing the Top 1% of all sales professionals in the firm.”
The SIFE/Enactus team continues with their travels representing the USA. In June, they traveled to the Kaufmann Foundation in Kansas City, Mo., and in September, they will travel to Washington, D.C. to visit the U.S. Chamber of Commerce Foundation. They inform these audiences about the free enterprise projects at Texas State. Seth Bleiler, Ali Ijaz, and Chelsea Watkins are the student leader representing the team.

American Marketing Association

AMERICAN MARKETING ASSOCIATION
INFORMATIONAL MEETING

Who: Susan Andrus, President of the Professional Austin American Marketing Association Chapter. Also, currently Marketing Manager for the Americas at TranslateMedia.

When: September 3rd (Wed.) from 5:30 pm – 6:30 pm

Where: LBJ Student Center, 3-14.1

Come learn about membership with the American Marketing Association at Texas State, and also how a Professional membership with the Austin AMA is beneficial to students.

Business Casual Dress Suggested
Complimentary Food Available at 5:15

For more information about joining AMA
Contact: Danielle Word, VP of Membership, at ndw1@txstate.edu.

Applications are available in the Marketing Dept. Office (McCoy Hall 424) and at AMA meetings. www.txstateama.com
Advertising & Marketing
Gain Practical Job Experience

“It truly shaped my college career.”
– Danielle

“I’m proud of the campaign we put together. It was fun!”
– Zachary

Participate in the Fall 2014 Advertising Case Competition Class
EARN UPPER DIVISION ELECTIVE CREDIT

MKT-4397
Directed Study in Marketing
Tuesdays/Thursdays
3:30 to 4:50 p.m.

Seats are Limited
Inquire about the class today! The professor must add you into the class.

Class Mentoring
Work directly with professors.

Class Prerequisites
MKT 4330 and MKT 4370 recommended, but not required.

This is your opportunity to build your resume and master the marketing skills companies want!
• Conduct consumer research, including focus groups, in-depth interviews, surveys, and much more!
• Create advertisements and social media campaigns.
• Develop campaign metrics.
• Present your work to industry professionals.
• Work in a high-energy, team atmosphere.

Fall 2014 Semester
We conduct primary and secondary research to discover the consumer insights that significantly influence brand-specific goals.

Spring 2015 Semester
We turn our consumer insights into an actionable campaign and present it to the client and advertising professionals as part of the national student advertising competition.

The Advertising Case Competition class is sponsored by the American Advertising Federation’s (AAF) National Student Advertising Competition (NSAC). Scan the QR code below for more information about how the competition works.

FOR MORE INFORMATION, PLEASE CONTACT

Dr. Rick T. Wilson
Assistant Professor of Marketing
McCoy College of Business Administration
rical.t.wilson@lxstate.edu

National Student Advertising Competition
STUDENT ORGANIZATIONS

GET INVOLVED!

The Department of Marketing faculty actively support and advise three student organizations, all of which have successful track records in gaining student involvement, contributing to the university and community, and succeeding at the highest levels of competition. These organizations are a major component of the department’s ongoing pride and tradition. If you would like to be a part of any of these exciting and career-oriented groups, contact the advisors listed below:

American Marketing Association (AMA)
Dr. Karen Smith - ks07@txstate.edu
Dr. Gail Zank - gz10@txstate.edu

American Advertising Federation (AAF)
Dr. Rick Wilson - rtw34@txstate.edu

Students In Free Enterprise (SIFE)
Mrs. Vicki West - vw03@txstate.edu

Texas State Department of Marketing now has a Facebook page.
Like us today! www.facebook.com/dept.marketing

Editor, Cheryl T. Perez
ctperez@txstate.edu

Texas State University is a tobacco-free campus.