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 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.

Texas State is a Finalist in the AMA Case Competition

The Texas State entry into the American Marketing Association (AMA) Collegiate Case Competition was selected as one of eight finalists. The American Marketing Association is the largest marketing association in North America and there are over 350 student chapters. Finalists were chosen based on a written entry. This year the case client was Glacéau and its brands vitaminwater and vitaminwater zero. The case challenge was to develop an integrated marketing communications plan to create brand and product love with the 18 – 24 year olds without alienating the 30 – 39 year old loyalists. As finalists, the Texas State students will be presenting their case recommendations at the Annual AMA International Collegiate Conference in New Orleans, LA on March 19, 2015. Students who participated in this case submission include: Brittany Miller, Yvonne Davila, Efren Esparza, Nidal Najjar, Julien Olivier, Kyle Peck, Kaitlyn Powell, Roque Ramos, Madison Stephens, Nicole Villafana, and Johana Wibisono. Dr. Gail Zank is the advisor to the group. This is the tenth time in the past eleven years for Texas State to compete in the AMA case competition and the ninth year that they have been chosen as finalists. Congratulations to the group on their excellent performance and good luck in New Orleans!
Congratulations to our Marketing students who were invited to join Beta Gamma Sigma this semester!

To be eligible for membership, a student must rank in the upper 10 percent of advanced sophomores, juniors, or seniors, or upper 20 percent of master’s students based on their Texas State GPA. Additionally, prospective undergraduates must have completed at least 15 hours at Texas State, 12 hours of which must be classes in the McCoy College of Business Administration. Graduate students must have completed at least 40 percent of graduate coursework required for the program in which they are enrolled.

Zoe Chadwick
Kirsten Denton
Kristilyn Garza
Allison Hoppe
Madison Ivers
Jessica Jordan
Zachary McDowell
Madeline Nichols
Emily Parker
Ashton Quincey
Spencer Smith
Ryan Stivers
Katelyn Williams
Add Marketing Skills to Your Resume, Earn Upper Division Elective Credit.

CONDUCT CONSUMER RESEARCH
DEFINE ADVERTISING CAMPAIGN STRATEGY
WORK WITH TV ADVERTISING AND SOCIAL MEDIA PLATFORMS

Marketing Skills companies want!

Participate in the Fall 2015 Advertising Case Competition class!
You'll have the opportunity to conduct focus groups, develop and administer online surveys to non-student populations, and perform a number of cutting-edge marketing research techniques such as user experience testing for websites (see photo below).

It's not your typical Texas State class
You'll work with a handful of the brightest Texas State students from the College of Business Administration and the School of Journalism & Mass Communication. We work around a conference table where ideas and strategy are easily exchanged. You'll get to know the professor and your fellow classmates on a more personal and professional level. The class is structured like a real advertising agency, and we work as a team to develop our advertising campaign.

The Advertising Case Competition class is sponsored by the American Advertising Federation's (AAF) National Student Advertising Competition (NSAC). Each year, a corporate sponsor provides a real-world marketing problem from which student teams develop a comprehensive advertising campaign.


Participate in the Fall, decide later about continuing into the Spring.
The course is divided into two 3-credit classes. Students who take the Fall class are not required to take the Spring class, and students who wish to take the Spring class are not required to take the Fall class. Interviews are required for entry into the Spring class only.
- **Fall Semester** – We conduct primary and secondary research to discover consumer insights about the brand. We identify relevant consumer target markets and create the brand's positioning statement.
- **Spring Semester** – We turn our consumer insights and positioning strategy into an actionable campaign and present it to the client as part of the national student advertising competition.

Tell me more about the Advertising Case Competition class!
It's a 3-credit hour upper division marketing elective (MKT 4397). During Fall 2015, the class meets MW 3:30 to 4:50 p.m. MKT 4330 and MKT 3370 are recommended prerequisites, but not required.

Seats are limited. Sign up for the class now. Contact Dr. Rick T. Wilson, Assistant Professor of Marketing, at rick.t.wilson@txstate.edu.
On Friday, February 20, AMA will be taking a field trip to GeekDom in San Antonio, which is the largest coworking space in Texas. You must be a member to come on field trips and dues start at $93 for a calendar year.

Don’t forget all the Business Leadership Week activities. Get details at: http://advising.mccoy.txstate.edu/prodev/businessleadership/blw2015.html

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
**DISABILITY AWARENESS WEEK**

**SELF-ADVOCACY: I L.O.V.E. MYSELF**

**LETTING OUR VOICES EMERGE**

**MON. FEBRUARY 16TH**

“QUAD OUTREACH DAY”

LBSC OUTSIDE MALL @ 10AM-2PM

Help spread the word about Disability Awareness Week by sharing your story and gaining useful information on being an ALLY for students with disabilities.

**TUE. FEBRUARY 17TH**

“POPcorn CINEMA”

LBSC 3-15 @ 5:30PM-7:30PM

Did someone say, popcorn and a movie? Attend the showing of *The Hammer*, a movie that offers both hearing and deaf audiences an unprecedented and simultaneously theatrical experience.

**WED. FEBRUARY 18TH**

“SPREAD THE WORD TO END THE WORD PLEDGE DAY”

LBSC QUAD @ 10AM-2PM

Stand with the Office of Disability Services to Spread the Word to End the Word™. Nearly 500,000 people have pledged their support online since the campaign launched in 2009 and we hope you can join us by making your pledge to end the use of the R-word.

“BLIND AMBITION & BOOK SIGNING”

STUDENT RECREATION CENTER MULTI-PURPOSE RM D @ 7PM-8:30PM

Diagnosed with a pediatric brain tumor, Patricia Walsh became blind at age five. Patricia is a world champion triathlete and award-winning engineer. In 2011, she set the world record for blind athletes in the Ironman distance.

**THURS. FEBRUARY 19TH**

“DISCUSSING DISABILITY: IN THEIR WORDS & THROUGH THEIR EYES-PART II”

LBSC 3-9 @ 1:30PM-3PM

Join the Office of Disability Services for an honest, open and respectful dialogue about what it’s like for students, faculty & staff with disabilities on campus. Learn how you can make a difference and be a change agent within your community.

**FRI. FEBRUARY 20TH**

“Office of Disability Services Open House”

LBSC 5-5.1 @ 10AM-1PM

Participate in an interactive tour of the Office of Disability Services. You will have a chance to meet and greet the ODS Gladiators & receive additional information at each L.O.V.E. station!

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**Sponsored by the Office of Disability Services**

For additional information please contact: Gerardo Altimirano or Tabitha Williams at 512.245.3451

If you are an individual with a disability and require accommodations for the event please contact the Office of Disability Services at 512.245.3451 or visit our website for more information at www.ods.tstx.edu
Imagine competing in the open water swim section of an Ironman Triathlon... cold, dark lake water. Thrashing limbs. Bodies charging forward in all directions; kicking legs churning up water and spray.

Sound tough?

Now imagine doing it blind.

www.blindambitionspeaking.org

Patricia Walsh

Diagnosed with a pediatric brain tumor, Patricia Walsh became blind at age five. Patricia is a world champion triathlete and award winning engineer. In 2011, she set the world record for blind athletes in the Ironman distance. Patricia has a degree in computer science and Electrical Engineering, becoming one of the first blind engineers at Microsoft.

In partnership with the University Bookstore and the Department of Campus Recreation, the Office of Disability Services invites you to a special forum and book signing as part of Disability Awareness Week

Wednesday, Feb. 18th, 2015

Texas State University / Student Recreation Center / Multipurpose Room D

Refreshments: 7-7:30pm
Forum: 7:30—8:15 p.m.
Book Signing: 8:15-8:30pm
(There will be books on site available for purchase)
Open to public. Free of charge.

If you are an individual with a disability and require accommodations for the event please contact the Office of Disability Services at 512.245.3451 or visit our website for more information at www.ods.txstate.edu
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](http://www.facebook.com/dept.marketing)

Editor, Cheryl T. Perez
ctperez@txstate.edu

Texas State University is a tobacco-free campus.