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.

The Enactus free enterprise team, is a three time USA National Champion and a one time World Champion. They traveled to Beijing, China on October 18th and will return on October 25th. In China they are competing against 36 other countries from around the world. We wish them well in the competition.

The Center for Professional Sales and Enactus will co-sponsor the annual Interview Express event where corporate partners interact with sales and free enterprise students to fulfill their hiring needs. The event is Tuesday, November 4th and it will be held in the Minifie Atrium from 8:30am—4:30pm.
AMA Awareness Campaign
Monday, October 20
The first meeting for the AMA Awareness Campaign took place at 3:30pm. This campaign is focused on creating a new Texas State AMA brand and logo, while creating greater awareness on the TXST campus. If you are interested in putting your marketing skills to work by participating in this group, contact Julien Olivier at jjo3@txstate.edu.

AMA Workshop
Wednesday, October 22
Come join us for an interactive workshop with Darryl Shaper from Hibu to learn more about global search, display and social marketing.

AMA Benefit Night
Thursday, October 23
A portion of each bill from parties attending for the AMA benefit night will go directly towards our organization! So, gather some friends, grab a bite to
AMA Etiquette Dinner
Wednesday, November 5th
Be sure to get your Etiquette Dinner tickets for $20 from the Marketing Department (McCoy 424) or any AMA event! This will take place at 6 pm on the 11th floor of the JCK Administration Building. Seats are limited and you don’t want to miss out on this great networking and professional development opportunity!

T-Shirt Sales
The Quad
Texas State t-shirts are AMAzing! AMA sells several styles of Texas State t-shirts. They are sold most Wednesdays of the school year except holidays from 9am-2pm in the LBJ Mall Area. Shirts are $12 - $20 (depending upon style) in sizes small to extra-large. Get yours now and show your school pride!
Dr. Annie H. Liu
Associate Professor

A native of Taiwan/Chinese Taipei, Dr. Annie H. Liu received her Ph.D. from Georgia State University and a MS from Purdue University. Before joining Texas State University, Dr. Liu was a faculty member at Loyola Marymount University, Purdue University, California State University, Georgia State University, and Victoria University of Wellington (New Zealand). Her MBA, undergraduate and executive courses focus on Relationship Selling, B2B Marketing, and International Marketing Strategies. Drawing on her business and trade networks in Asia and Europe, Dr. Liu has led teams of MBA students in onsite field research in over 15 countries.

Dr. Liu’s research interests are mainly in the areas of B2B sales, including sales force motivation, sales training, and how firms and salespeople can retain and reacquire customers. A related focus is Global B2B networks. Her articles have appeared in Industrial Marketing Management, Journal of Business Research (JBR), Journal of Business to Business Marketing, Journal of Business & Industrial Marketing, the Journal of Personal Selling & Sales Management, Journal of Marketing Channels (JMC), Journal of Marketing Theory and Practice (JMTP), and Psychology & Marketing. In addition, Dr. Liu serves on the editorial review board for JBR, JMTP and JMC.

Always keen to build business and education partnerships, Dr. Liu has presented at over 60 academic and businesses conferences, and works with prominent trade promotion organizations in Asia. In her role as a director and officer of the VTM Foundation’s APEC Voices of the Future program, Dr. Liu participates in the annual APEC CEO Summit, APEC Business Advisory Council meetings, and Asia CEO Forums, serving as an educator, researcher, panel chair and discussant.

We welcome Dr. Liu to the Marketing department and the McCoy College of Business Administration.
Dr. Rick T. Wilson
Assistant Professor

Dr. Wilson is an Assistant Professor of Marketing at the McCoy College of Business at Texas State University where he teaches Promotional Strategy and the American Advertising Federation’s (AAF) National Student Advertising Competition (NSAC) course. He received his B.S. in Business Administration and Advertising from the University of Akron in Ohio, an M.B.A. in Business Administration from Washington University in St. Louis, and a Ph.D. in Marketing and International Business from Saint Louis University.

Dr. Wilson comes to Texas State from Hofstra University in New York where, over the past seven years, he led both of the marketing and advertising case competition teams helping each receive national recognition.

Dr. Wilson’s research interests include outdoor advertising, creativity in advertising, and foreign direct investment promotion. Dr. Wilson is also involved in a cross-discipline National Science Foundation research grant to raise awareness of and change attitudes about climate change among Boston’s subway riders. In this project, Dr. Wilson assists in the design, development, and evaluation of the advertising used to accomplish the project’s goals.

Before becoming a professor, Dr. Wilson worked in the fields of marketing and international business for 12 years as a senior product manager for AT&T, Vodafone Group, and TelePacific Communications. While working for Vodafone, Dr. Wilson helped start a new wireless venture in Hungary and consequently spent one year working in Budapest as a senior international product manager.

While not working, Dr. Wilson enjoys traveling, cooking, and researching his family history.

We welcome Dr. Wilson to the Marketing department and the McCoy College of Business Administration.
Congratulations to our Marketing students who were invited to join Beta Gamma Sigma!

Katelyn Angelino
William Beechinor
Paige Brandt
Mark Davidson
Matthew Desmond
Maria Galizia
Linda Guevara
Kathleen Highsmith
Thomas Italiano
Jacqueline Kellam
Christina Lehman
Nicole Lucha
Caylin Mahoney
Samuel Morales
Alisa Noell
Ashley Pannkuk
Kyle Peck
Amanda Perez
Kaitlyn Powell
Leticia Smith
Kayla Smith
Joshua Stines
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.