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.

Mrs. Drennan and Mr. Wilson are the academic advisors for marketing majors in the McCoy College of Business Administration Advising Center. Mrs. Drennan has a Bachelor of Arts Degree in History from Texas State. Mr. Wilson has a Bachelor of Business Administration degree from Texas State. If you have not met with your advisor recently, it is very important that you make an appointment as soon as possible. Early registration for Spring starts on October 9th and goes through December 17th. The advisors can be reached in the CenturyLink Advising Center in McCoy Hall, Room 115, or you can call the Center at 512-245-1993 to make an appointment.
Kevin McBee, a member of the 2014 National Collegiate Sales Competition elite team, took a job as a sales representative in the San Francisco Bay area with Henry Schein. The company is a premier corporate partner of the Texas State Sales Center, and they are the largest medical equipment wholesaler in the United States. Congratulations to Kevin!! We wish him well with his new career!

Enactus students Chelsea Watkins and Seth Bleiler pose for a picture with Bernie Milano at the 2014 Corporate Citizenship Conference: The Impact on Equation. Bernie Milano serves on Enactus’ executive committee and board of directors. He is the President of KPMG Foundation. The foundation helps minority students to attain scholarships to further their schooling.
American Marketing Association
“Take Charge, Get Involved, Join AMA”

“School Supply Drive” for San Marcos schools
Through October 10
Texas State AMA will be collecting school supplies/cash donations for Travis Elementary and Goodnight Middle School here in San Marcos. Students and teachers really appreciate your support. Donations can be dropped off at the Marketing Department in McCoy 424 or at an AMA meeting.

AMA Workshop
Wednesday, September 24—5:00p.m.-6:00p.m. —LBJ 3-11.1
“Marketing in Hospitality Services” with Danielle Petri of White Lodging Services

AMA Speaker Meeting – Susan Lee of McCoy’s Building Supply
Wednesday, October 1—5:30 p.m.-6:30 p.m.—LBJ 3-14.1
Complimentary food will be available at 5:15! Business casual dress is suggested.

AMA Alumni Tailgate for Homecoming
Saturday, October 4 beginning at 9 am in Bobcat Stadium parking lot!
Join AMA alumni who are coming back to celebrate Homecoming. They will share their knowledge of the working world and you can update them on what’s happening here at Texas State.

Marketing Week – October 13-17
Join AMA for a week filled with valuable information from marketing executives from United Rentals, Pomegranite Planning and more! More information will be coming soon. Check the AMA website for updates: txstateama.com.

T-Shirt Sales
The Quad
Texas State t-shirts are AMAzing! AMA sells several styles of Texas State t-shirts. They are sold every Wednesday 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!
Advertising Case Competition Class

October 15 & 17, 2014 Interview Sign-up

Beginning October 1, interested students may sign up to interview for the American Advertising Federation’s National Student Advertising Competition class. Entrance into the Spring 2015 class is by invitation only.

**Sign-up Sheet Location:** Ad Club’s bulletin board, Old Main, 2nd Floor.

**Sheet Availability:** Sign-up between October 1-14, 2014. Sign up early.

**Interviews:** Oct. 15 (Wednesday) and Oct. 17 (Friday), 10 a.m. to 5 p.m.

**Time Slots:** Forty-eight 15-minute interview slots are available. Act now.

**Class Size:** 18-20 students are invited into the class.

Students contribute to campaign development through one of the following advertising functions:

- **Account Executive** - works closely with advisors and leads the team through assignments.
- **Research/Account Planning** - research to analyze target markets and competitors.
- **Creative** - strategy, copywriting, art direction, photography/video/web production.
- **Promotions/PR** - events, promotion materials, press releases, sponsorships.
- **Media Planning and Buying** - allocates client’s budget to media and promotions.
- **Production Team** - plans book layout and design; presentation and collateral materials.

**More about the class:**

Case Problem: Develop an advertising campaign to increase the number of people who order pizza online with **Pizza Hut**.

3-credit hour upper division marketing credit (MKT 4397).

Mon/Wed, 3:30-4:50 p.m.

For more information, contact Dr. Rick T. Wilson, Assistant Professor of Marketing, at [rick.t.wilson@txstate.edu](mailto:rick.t.wilson@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