

Marketing Memos

- DEPARTMENT OF MARKETING -
MCCOY COLLEGE OF BUSINESS
ADMINISTRATION

MARCH 2014

IMPORTANT DATES

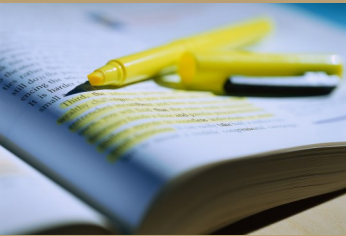
March 24th-May 26th

Registration for Summer



March 24th-August 7th

Registration for Fall 2014
semester



Access times for Summer
& Fall

24th Special Groups
25th Seniors
26th Juniors
27th Sophomores
28th Freshman

FYI for Registration

Please note that the RRC/
AVRY indicates that the
section meets at the
Round Rock Campus. If
you do not wish to travel,
please do not register for
that class.

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. For additional information, visit our website at www.marketing.mccoy.txstate.edu.

Texas State AMA Advances to Finals at 2013-2014 AMA Case Competition

The Texas State entry into the American Marketing Association (AMA) 2013-14 Case Competition was selected as one of ten finalists. The American Marketing Association is the largest marketing association in North America and there are over 300 student chapters. Finalists were chosen based on a written entry. The 2013-14 case client was the Hershey Company. The case challenge was to develop a comprehensive relaunch campaign for the Take 5 candy bar.

As finalists, the Texas State students will be presenting their case recommendations at the Annual AMA International Collegiate Conference in New Orleans, LA on April 10, 2014. Students that participated in this case submission include: Justin Davis, Andrea Franklin, Hayley Helfenbein, Jennifer Klinger, Daye Lee, Analisa Luning, Lacy McCann, Mervin Medina, Megan Stockberger, and Danielle Word. This is the eighth year for Texas State to compete in this case competition and the seventh year that they have been chosen as finalists.

Dr. Gail Zank and Dr. Karen Smith are the faculty co-advisors for the McCoy College AMA Chapter.



American Marketing Association

Speaker Meetings

April 2nd at 5:15pm in LBJ Room 3-14.1

We will be hosting Mason Arnold from Greenling. Mr. Arnold is the CEO and Co-Founder of Greenling which is a local organic food delivery company in Austin and San Antonio. Come out and hear him tell his story of how he started Greenling and his other ventures.

April 16th at 5:15pm in LBJ Room 3-14.1

Happy Mercado from ACL Live will be joining us to speak about his position of Business Development Manager and share his expertise in event marketing, planning and execution. Come out and hear Mr. Mercado's perspective on working at one of Austin's premier venues.

T-shirt Sales

Wednesdays, 9:00am to 2:00pm, LBJ Mall or Quad Area

Come and visit us to grab some cool Texas State swag! We have both long sleeve (\$15) and short sleeve (\$12) t-shirts in all sizes.

Community Service

Bobcat Build

Come out and get involved in the community and Texas State AMA. Bobcat build offers a great volunteer opportunity for students to give back to the city of San Marcos and get to know fellow AMA members by doing various community service projects around the city. Location and Time: TBD

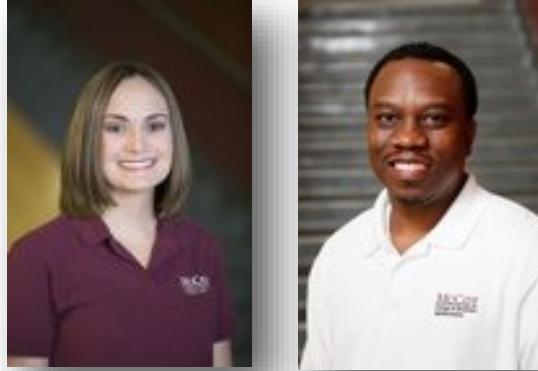
Boxer Night

Help support AMA by coming out to Boxer Night on March 31st at 6:15 p.m. in the LBJ Ballroom. Boxer Night helps promote testicular cancer awareness and AMA will be entering a decorated boxer in a contest to benefit the cause.



McCoy College Of Business Undergraduate Academic Advising

Have you made your appointment to meet with your advisor?



Mrs. Sarah Drennan & Mr. Kenyon Wilson

Mrs. Drennan and Mr. Wilson are the academic advisors for marketing majors in the McCoy College of Business Administration Advising Center. Ms. 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 Summer and Fall starts on March 25th and goes through April 22nd. 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.

Looking for a Marketing Elective to Take During the Summer Session?

MKT 3355—Retailing

We are offering Retailing during the 1st summer semester. This class is not on the schedule on a regular basis, so sign up for it while you can!

Retailing—A study of the principles of retail store management, including market and trade area analysis, store location and design, organization and operation management, merchandising, inventory control, and promotion and pricing policies. Prerequisite: MKT 3343

STUDENT ORGANIZATIONS

GET INVOLVED!

The Department of Marketing faculty actively support and advise three student organizations, all of which have successful track records in achieving 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. Gail Zank - gz10@txstate.edu

American Advertising Federation (AAF)

Dr. Mary Ann Stutts - ms04@txstate.edu

Students In Free Enterprise (SIFE)

Mrs. Vicki West - vw03@txstate.edu



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Texas State Department of Marketing has a Facebook page.

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Texas State University is a tobacco-free campus.