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 about the Department of Marketing, visit our website at www.marketing.mccoy.txstate.edu.

**SCHOOL SUPPLY DRIVE**

The American Marketing Association is helping the local elementary schools in San Marcos by collecting school supplies. Donations such as crayons, pencils, paper, Kleenex, wipes, etc. are accepted. Cash donations are also accepted. Donations will be collected in the Marketing Department (McCoy 424) and at any our speaker meetings. The drive lasts from September 4th through October 4th.

Revision of University Name and Logo

During the recent Legislative session, state lawmakers passed bills (SB 974 and HB 2238) that officially changed our name from Texas State University-San Marcos to Texas State University. This statute took effect on September 1, 2013. New Texas State logos are below, the University has been transitioning into the new “Rising Star” logos.
AMERICAN MARKETING ASSOCIATION
Workshops and Speakers
September 2013

AMA Speaker Meeting
Wednesday, September 18th – 5:30-6:30pm—Mccoy 3-9.1
We are pleased to welcome Texas State Alumnus and former AMA officer Scriven Hoefs. He will be speaking about his experience in the workplace as well as his duties as a Sales Representative at United Rentals, Inc. United Rentals is the largest equipment rental company in the world. Come learn more about having a career in sales.

AMA Workshop
Tuesday, September 24th –5:00-6:00pm—LBJ 3-7.1
Robert Davis, Associate Dean for Graduate Programs for the McCoy College of Business will be joining us to inform students on Graduate School opportunities. Come learn more information on how to apply and necessary steps you need to take to get in!

Career Services Events

Career Services Workshop
“Six Steps for Fall Job Fair Success”
Monday, September 9th—5:00-6:00pm—McCoy Hall Room 223
Please come to an informative workshop hosted by Career Services! Learn key skills and knowledge on how to tackle your next job fair.

Career Services Event
“Job Search Boot Camp”
Wednesday, September 25th – 5:30-7:30pm – LBJ Ballroom
Are your job search skills a little rusty? Resume collecting dust? Interviewing muscles getting flabby? Join Career Services and real employers to learn the habits of highly effective job seekers.
Purpose:

* To involve and reward star students
* To provide access to corporate partners’ job opportunities
* To fulfill the needs of companies that have a relationship with Texas State
* To take the Professional Selling Corporate Partners’ program to world class status

Requirements for Acceptance:

* 3.00 G.P.A.
* Professional Selling Class – currently enrolled or past student
* Must adhere to dress code while performing duties
  (Navy sport coat & khaki slacks; either wash/wear or dress slacks for males & females)

Interview Procedure:

* Sign-up on bulletin board outside office 419 for personal interview
* Interview times will be held throughout the semester

Criteria for Acceptance:

* Professional appearance
* Positive attitude
* Initiative
* Ability to interact effectively with senior executives
* Past role-play winners will be given priority selection

Benefits to students:

* Interact with professional selling corporate partners
* Gain experience and resume evidence
* Receive employment opportunities – both full time and internships

Duties:

* Provide campus guidance for partners
* Make sure they receive anything they need (e.g. water, parking passes, lunch, etc.)

Deadline & Process:

* Targeted acceptance date varies by semester
* A final round of interviews will be held for designated applicants
First Row: Vicki West, Greg Souquett, Amy Parker, Rachael Pringle, Wayne Noll
Third Row: Corey Valdez-Brewer, Seth Bleiler, Glen Roen, Evan Gilbert, Ciara Safari, Michael Sanchez, Michelle Henao, Jake Pavelle, Cody Wise, Stephen Myers, Bobby Broughton, Michael Darby

For more information on the Sales Ambassador program, contact a faculty advisor or get with an ambassador for more info.
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. 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

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.