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.
McCoy College of Business Administration The Eyes of Justice: A 21st Century Conversation

Second 8 Week Class: Registration Ends (4:45 p.m.)
Second 8 Week Class: Late Schedule Changes Begin (6:00 a.m.)
Second 8 Week Class: Late Schedule Changes End (4:45 p.m.)

Students with Disabilities ODS (6:00 a.m.)
Honors Students and Students with a TX State GPA >=3.8 (9:00 a.m.)
All Other Special Groups and TX State Employees (Excluding Student Workers) (11:00 a.m.)
Graduate and Post Graduate Students (12:00 noon)

Seniors (6:00 a.m.)
Juniors (6:00 a.m.)
Sophomores (6:00 a.m.)
Freshman (6:00 a.m.)

Marketing JUNIORS & SENIORS: INTERNSHIPS
Gain valuable hands-on experience and course credit!

FOR MARKETING (MKT 4399) & SERVICE MARKETING (MKT 4393)
EMAIL MRS. DIETERT OR VISIT THE WEBSITE:
http://marketing.mccoy.txstate.edu/internships/internships.html

FOR SALES (MKT 4392)
EMAIL MR. NOLL OR VISIT THE WEBSITE:
http://marketing.mccoy.txstate.edu/internships/salesinternships.html

Happy Birthday….
Dr. Becerra! 10/1
Dr. Jillapalli! 10/2
Dr. Badrinarayanan! 10/8
SPRING 2018 REGISTRATION BEGINS
MONDAY, OCTOBER 23rd

Tips:

- Check CatsWeb for your Registration Access Period & Time Tickets.
- Meet with your Advisor.
- Understand the Marketing Registration Policy.
- Mark your calendar & set your alarm.

• REGISTER FOR YOUR SPRING CLASSES!
  **You can already view Spring 2018 class options on CatsWeb under Look Up Classes**
- For closed class overrides, please refer to our policy and FAQs.
  ▪ The Course Override Request Form is located online.
    **The Department of Marketing only handles request via online submission.**

Lindsay Stadler
MKT (last names A-D)

Kenyon Wilson
MKT (last names E-Z)

Walk-In Academic Advising is available
October 18-24
McCoy College Academic Advising Center
McCoy Hall 115
Check in between 8 a.m. and 3:30 p.m.
(Expect a 15-60 minute wait, with longest wait around lunch time)
The Center for Professional Sales is proud to announce that for the second year in a row a Texas State University sales student, Brianna Berzsenyi, has earned the coveted award of being recognized as the number one sales intern for the summer of 2017 with Henry Schein Dental, a global company and a major corporate partner for the Center for Professional Sales. Ms. Berzsenyi is from Austin, Texas and is a Marketing Major with a Sales Concentration. Last year’s winner was also from Texas State University and her name is Karli Reed. She is currently employed as a sales representative with Henry Schein Dental in Houston, Texas.

Drs. Ruth Taylor, Enrique Becerra, and Sarah (Roche) Mittal took part in the McCoy College of Business Faculty Externship on September 14, where they and others visited from McCoy College of Business and College of Engineering spent the day at Caterpillar in Seguin to learn of their business model, marketing techniques, and student internship availabilities and job opportunities, and to take a tour of their production facilities.
The Department of Marketing recognizes the following Marketing majors on their invitation to the notable honorary societies below.

### Alpha Mu Alpha

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<thead>
<tr>
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<td>Hoelscher, Jordan</td>
<td>Mendez, Allyssa</td>
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<td>Respondek, Taylar</td>
<td>Mesquias, Angela</td>
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### Beta Gamma Sigma

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<tr>
<td>Melissa Black</td>
<td>Riley Bourgault</td>
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<td>Colton Campbell</td>
<td>Brittany Christian</td>
<td>Jackson Czelusniak</td>
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<td>Julian Davis</td>
<td>J Christopher Edwards</td>
<td>Jorge Espinoza</td>
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<td>Kaci Floyd</td>
<td>Tana Garcia-Sigala</td>
<td>John Geary</td>
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<td>Christopher Hullum</td>
<td>Morgan Kubena</td>
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<td>Ryen Maulsby</td>
<td>Imani McDonald</td>
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<td>Madison Montgomery</td>
<td>Yaritxa Rios Rodriguez</td>
<td>Desiree Rose</td>
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<td>Kyle Stoddard</td>
<td>Madison Teegeman</td>
<td>Alyssa Trevino</td>
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<td>Marissa Valdez</td>
<td>Jessica Williamson</td>
<td>Cynthia Yanez</td>
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ETIQUETTE DINNER
The 20th Annual Etiquette Dinner is on **Wednesday, October 4th**
beginning at 5:30PM. Tickets are $25 a piece so get yours now!

WORKSHOPS
We will have two workshops in October:
**Monday, October 9th**
**Tuesday, October 24th**
Both workshops will be held in LBJ 3-6.1 from 5PM - 6PM. Visit our website for more details.

SPEAKER MEETING
On **Wednesday, October 8th**, Chelsey Ketcher from Spectrum Reach will be talking about the tools used to find the right client. Speaker begins at 5:30 but come early for networking and food. **ROOM CHANGE: ELA 114**

Don't Miss out on your opportunity to get some new Bobcat Merch!
T-Shirt sales in the LBJ Mall are every Tuesday and Wednesday selling custom designs made for Bobcats by Bobcats!
The Transformative Service Collaborative (TSC) at Texas State is an innovative transdisciplinary collaborative for improving human well-being for individuals, families, cities, and society. To bring people together to solve these problems, TSC serves as an innovative, inclusive, human-centered research platform. TSC seeks collaborative research projects with many departments and colleges at Texas State. TSC also seeks to collaborate with our San Marcos community and our region to facilitate local improvements in well-being.

For more information about TSC please visit:
http://marketing.mccoy.txstate.edu/collaborative.html

Stay involved & Follow us on Twitter:
https://twitter.com/servcollab

Want to get involved? Easy! Just complete a quick survey from the link below:
http://marketing.mccoy.txstate.edu/collaborative/getinvolved.html

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Peer-Reviewed Publications:


Awards, Honors, and Other Presentations:

**Dr. Ruth Taylor,** in September 2017, gave a presentation into the Weaving and Spinning Society of Austin (WSSA) on her research field work in Guatemala, where she studied the "Supply Chain and Marketing Techniques Utilized by Guatemala Hand Weavers."

**Dr. Ruth Taylor** (Marketing); Dr. Shuying Sun (Mathematics) and Dr. Kaipeng Wang (Social work), as an interdisciplinary, international team, TEAM HOPE, earned 2nd place in the 3C's 2017 CoSearch Weekend held September 15-16, 2017 at the Center for Communication, Collaboration, and Creativity, Texas State University, for their team's creative use of weaving and craft therapy, art therapy and music therapy as "Alternative Ways of Reducing Dependencies on Pain Medication in Chronic Pain Situations."
The Department of Marketing actively supports 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 (Case Advisor) - gz10@txstate.edu

**American Advertising Federation (AAF)**
- Dr. Rick Wilson - rtw34@txstate.edu

**Enactus (Formerly SIFE)**
- Mrs. Vicki West - vw03@txstate.edu