

Marketing Memos

DEPARTMENT OF MARKETING

MCCOY COLLEGE OF BUSINESS ADMINISTRATION

MARCH 2013

IMPORTANT DATES

March 10th

Daylight Savings Time



March 11th-15th

Spring Break



March 17th

St. Patrick's Day



March 25th

Early Registration for
Summer and Fall Starts



March 31st

Easter



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.

Have You Seen Your Advisor Lately?

Ms. Sarah Dillon & Mr. Kenyon Wilson



Ms. Dillon and Mr. Wilson are the academic advisors for marketing majors in the McCoy College of Business Administration Advising Center. Ms. Dillon 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.

National Collegiate Sales Competition

March 1st-4th

Kennesaw, Georgia

As we mentioned in last month's newsletter, three undergraduate and four graduate students will be representing Texas State University at the National Collegiate Sales Competition in Georgia! The competition is the premier student sales competition in the United States, beginning fifteen years ago. Vicki West, the Director of the Center for Professional Selling, is the faculty coach.

ADP is the service being sold at both the undergraduate and graduate levels of competition. During the four day competition and career fair, 50 regional and national sponsors will vie to hire the top professional selling talent in the nation. Universities from the University Sales Center Alliance and other universities with a selling emphasis will be in attendance.

AMERICAN MARKETING ASSOCIATION
Workshops and Speakers
March 2013

“Internet Marketing and Analytics” AMA Workshop
Tuesday, March 5th—5:00 p.m. to 6:00p.m.—LBJ 3-6.1

Steve Husky, Client Relations at *ReachLocal*

“Interviewing Do’s and Don’ts” AMA Workshop
Tuesday, March 19th—5:00 p.m. to 6:00p.m.—LBJ 3-6.1

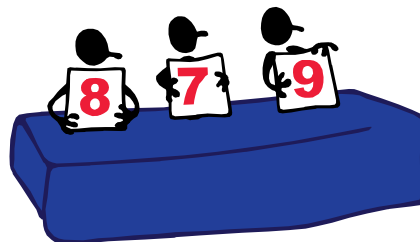
Red Ventures, Customer Acquisition Marketing

AMA Speaker Meeting
Wednesday, March 27th—5:30 p.m. to 6:30 p.m.—LBJ 3-14.1

AMA will have Peter Murner, Marketing Director at *AMS Pictures*, A Creative Media Company. Come learn about how a social-good focused creative agency blends traditional advertising with digital engagement. Business Casual attire is suggested, and food will be available at 5:15 p.m.

Texas State is a Finalist in the American Marketing Association Case Competition
New Orleans
March 21, 2013

The Texas State entry into the American Marketing Association (AMA) 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. This year the case client was Donate Life America. The case challenge was to develop an integrated marketing communications plan to create a passion for donation that will ultimately lead to increased donor registrations and donor advocacy in the 18-24 age range. As finalists, the Texas State students will be presenting their case recommendations at the Annual AMA International Collegiate Conference in New Orleans, LA on March 21, 2013. Students that participated in this case submission include: Dylan Fey, Alicia Galvan, Amanda Hepner, Brittney Margolis, Mervin Medina, Morgan Nolte, Angel Prangner, Samantha Quillman, Stafford Rose, Minh Tran, and Kelby Wegner. This is the seventh year for Texas State to compete in the case competition and the sixth year that they have been chosen as finalists. Congratulations to the group on their excellent performance!



Beta Gamma Sigma

Beta Gamma Sigma is the honor society serving business programs accredited by AACSB International (Association to Advance Collegiate Schools of Business). Congratulations to the following Marketing students who have been invited to join Beta Gamma Sigma:

Kelby Wenger
Heather Beck
Taylor Brooks
Amy Cole
Mycah Hartsell
Josh Leedom
Rachael McAllister
Erin O'Quinn
Anne Peairson
Matthew Sanchez
Andrew Schafer

McCoy Presentation Series

Job search in a slump? Feel lost and unsure of how to go about finding your first professional job? Now is the time to kick-start your career search and to maximize your job search efforts! Make a few career-related New Year's resolutions and commit yourself to achieving them this semester. Start by joining Ross Wood, Career Advisor and McCoy Liaison for these valuable programs designed for you, the McCoy business student.

How to Work a Career Fair—Before, During and After!

March 18th / McCoy 124/ 5:30 p.m.—6:30 p.m.

Learn to Work a Career Fair -- Before, During and After! It isn't often that a bunch of employers will gather for several hours in a purposeful effort to meet you and other job seekers. So when a career fair is held on campus, it's smart for you to attend. Get tried and true tips to get something from the experience beyond a few free key chains, and learn what you need to understand what you should do before, during and after the career fair -- and then how to follow through.

Turn your Internship into a Job

March 26th / McCoy 124/ 5:30 p.m.—6:30 p.m.

You can't expect to turn an internship into a full-time job just by showing up for your assignment with a pulse and a clock to watch the time go by. As an intern, you are in competition with other interns for full-time openings. Learn how to set yourself apart and demonstrate your value to an organization to land the job!

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



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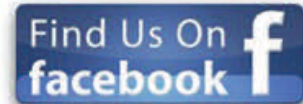
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Texas State Department of Marketing now has a Facebook page.

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Texas State University is a tobacco-free campus.