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](http://www.marketing.mccoy.txstate.edu).

Editor, Nikki Herrera
[nkh2@txstate.edu]
**Important Dates in September**

4  Labor Day (Classes Do Not Meet)
6  Late Schedule Changes End (4:45 p.m.)
13  Official 12th Class Day / Last Day to Drop with 100% Refund ( Ends at 11:59 p.m.) See Refund Policies and Schedules
26  Last Day to Drop 8 Week Class

First 8 Week Class Automatic “W” Deadline (Both End at 11:59 p.m.) See DROPPING/Withdrawing

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**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

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- **Department Directory**
  [Find the Office locations | Phone | Email for Faculty & Staff]
- Need a parking permit?
  - Parking Services
- On track to graduate?
  - McCoy Academic Advising Center
- Join a student organization!
- Need experience or extra income?
  - Career Services
- Stay updated! Sign up for TxState Alerts!
  - Emergency Management
- Interested in a MBA?
  - McCoy Graduate School of Business

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**Sports Season is starting! Check out game schedules by clicking on the logo!**

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**Happy Birthday…. Dr. Ray Fisk! 9/27**

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**CAREER CLOSET IS NOW OPEN**

Free suit rental for Texas State Students Monday-Friday | 9:00am-4:00pm | LBJ 5-6.2

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**DROPPING OR WITHDRAWING?**

Click here for more information
Bobcat Recognition

Three Texas State marketing students were on the 3M Frontline internship teams presenting their work at 3M headquarters in August. All three students received job offers from the various divisions of 3M. Here are the teams:

**AAD Industrial Business Project Team** - Gina Goss  
**Business Services Project Team** - Brenda Erickson  
**Energy & Electronics Business Project** - Sarah Goodfellow

Ali Ijaz, a former star sales and Enactus President in 2014, has received a global award. After leading the Enactus team to the 2014 USA national Enactus Championship, followed by a trip to China to represent Texas State in the World Cup, Ali continued his leadership with the 3M Corporation. He is based in Austin, Texas in the Electrical Markets Division where he is responsible for creating and managing digital demand generations programs and promotions across the various business units in the EMD division. He created new tools to help increase sales efficiency and reach, and helps provide strategic direction to subsidiaries globally. His involvement with Texas State is still strong, and he serves with distinction on both the professional selling advisory board and the Enactus advisory board. His results have been recognized, and in September, Ali will be one of only 25 people in the world to receive the Global Digital Marketing Leader Award.
The Center for Professional Sales has selected 4 sales students to represent Texas State University at the November 2017 International Collegiate Sales Competition in Orlando, Florida. The competition is one of the top two sales competitions in the country and is coached by Wayne Noll. This is the 6th year of the competition in which the Texas State sales teams has finished in the top 10 since its inception with the first three years finishing in the top 2 category for role play. There will be approximately 70 universities represented this year. The event is sponsored by the Florida State University's Center for Professional Sales.

(Pictured above L-R) Alexandra Berzesenyi and Sydney Alvarado will compete in the role play competition. Mitchell Sanderson and James Brownhill will compete in the Case Management event.

The Center for Professional Sales has selected two top sales students to represent the center at the State Farm Sales and Marketing Competition Oct. 19 - 21 at the University of Central Missouri. Ms. Giselle Myers and Dakota Burton were selected because of their outstanding performance in the classroom. They will compete in three different scenarios: Role play, marketing presentation and a customer service event.
Dr. Enrique P. Becerra was interviewed about his career and research this past July by Ingenium, a radio program on science, technology, and entrepreneurship. Dr. Becerra represented the college and university at the Pontificia Universidad Javeriana Cali in Colombia, where he co-chaired the 2017 Association for Consumer Research Latin America Conference. Listen to the complete program which is in Spanish at the following link:

https://www.javerianacali.edu.co/podcast/enrique-becerra-9-de-julio-de-2017

Dr. Ray Fisk and Dr. Linda Nasr hosted the SERVSIG reception at the 2017 Summer AMA conference on Saturday, August 5th, 2017 in San Francisco. The reception was well attended and promoted networking and collaboration among service researchers.

Image description: Three of the SERVSIG board members: Ray Fisk ( Legacy Officer & SERVSIG Conference Curator) Martin Mende (Programs Officer & Officer for the Americas) and Linda Nasr (Electronic Media Officer)

Dr. Linda Nasr was invited to participate in the 2017 Emerging Women in Marketing Leadership event entitled “Designing a Career in the Marketing Academy: A Gathering of Future Leaders” held in New York City, August 11-13, 2017. Event co-chairs: Dr. Joan Ball and Dr. June Cotte. The objective of the event was to discuss career-building, networking and leadership development among women in the marketing academy. Sponsored by the Sheth Foundation, the Peter J. Tobin College of Business at St. John’s University, and the Ivey Business School at Western University, the event aimed at connecting and collaborating around questions related to women in marketing leadership, mapping teaching and research journeys and exploring how to better understand and close the gender gap observed in some business schools and beyond.

Dr. Ruth Taylor was awarded the Albert Nelson Marquis Lifetime Achievement Award by the Marquis Who’s Who Publications Board. This honor is reserved for Marquis Biographees who have achieved career longevity and demonstrated unwavering excellence in their chosen fields.
Labor Day BBQ  
September 3rd, 2017  
Hang out and meet AMA members on Monday, Sept. 4th, 11am at Cabana Beach Apts (pool area).

Opening Meeting  
September 4th, 2017  
Wednesday, Sept. 6th held at 5:30pm in the LBJ student center, room 3-14.1. Come early to socialize and enjoy some free food!

SPEAKER MEETINGS:  
9 to 5 Misfits  
September 4th, 2017  
Join AMA in welcoming YouTube stars, Nammy and Pavi in LBJSC room 3-14.1 at 5:30pm. Free food will be served so make sure to arrive early.

WORKSHOPS:  
September 11th in LBJSC 3-6.1  
Brett is a Senior Digital Analyst at Zenoss, he will be sharing his experience in digital strategy and campaign operations. Workshop held on Monday, September 11th at 5PM.

September 26th in LBJSC 3-6.1  
Workshops regularly held Mondays at 5PM. (mandatory for AMA members and officers.)

Merch Sales:  
Stop by our t-shirt booth for bobcat merch! Sales held in the LBJ Mall area from 9am- 1pm every Wednesday. Help sell shirts to earn points and have a chance of attending AMA’s National Conference in New Orleans, LA! (Held Spring 2018)
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

Research Spotlight
Scholarly Activities – July/August 2017

Peer-Reviewed Publications:


Peer-Reviewed Conference Proceedings/Presentations:

Academy of International Business (AIB) Annual Meeting, July 2016, Dubai, U.A.E.: 
Vishag Badrinarayanan (Author and Presenter) 
Enrique Becerra (Author)

American Marketing Association Summer Conference, August 2017, San Francisco, CA:
Sidney Anderson (Author and Presenter)
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- vwo3@txstate.edu